C1200-1

Sales and Marketing MANAGEMENT

JULY 28, 1986 A BILL PUBLICATION SIXTY-FIVE DOLLARS

CHANGE IN INCOME CALCULATIONS

This year's Survey contains new Effective Buying Income data for households. See page A-8 for information on these and other changes.

1986 Survey Of Buying Power art I

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Section A: Editorial features and highlight tables with the most up-to-date information on U.S. markets

Section B: National, Regional, and State summaries, and rankings of metropolitan markets

Section C: Metro Area, County, and City data by state. More than 200 pages of demographic and socioeconomic statistics on population, Effective Buying Income, and retail sales

S&MM

Established 1929

Contents / July 28, 1986

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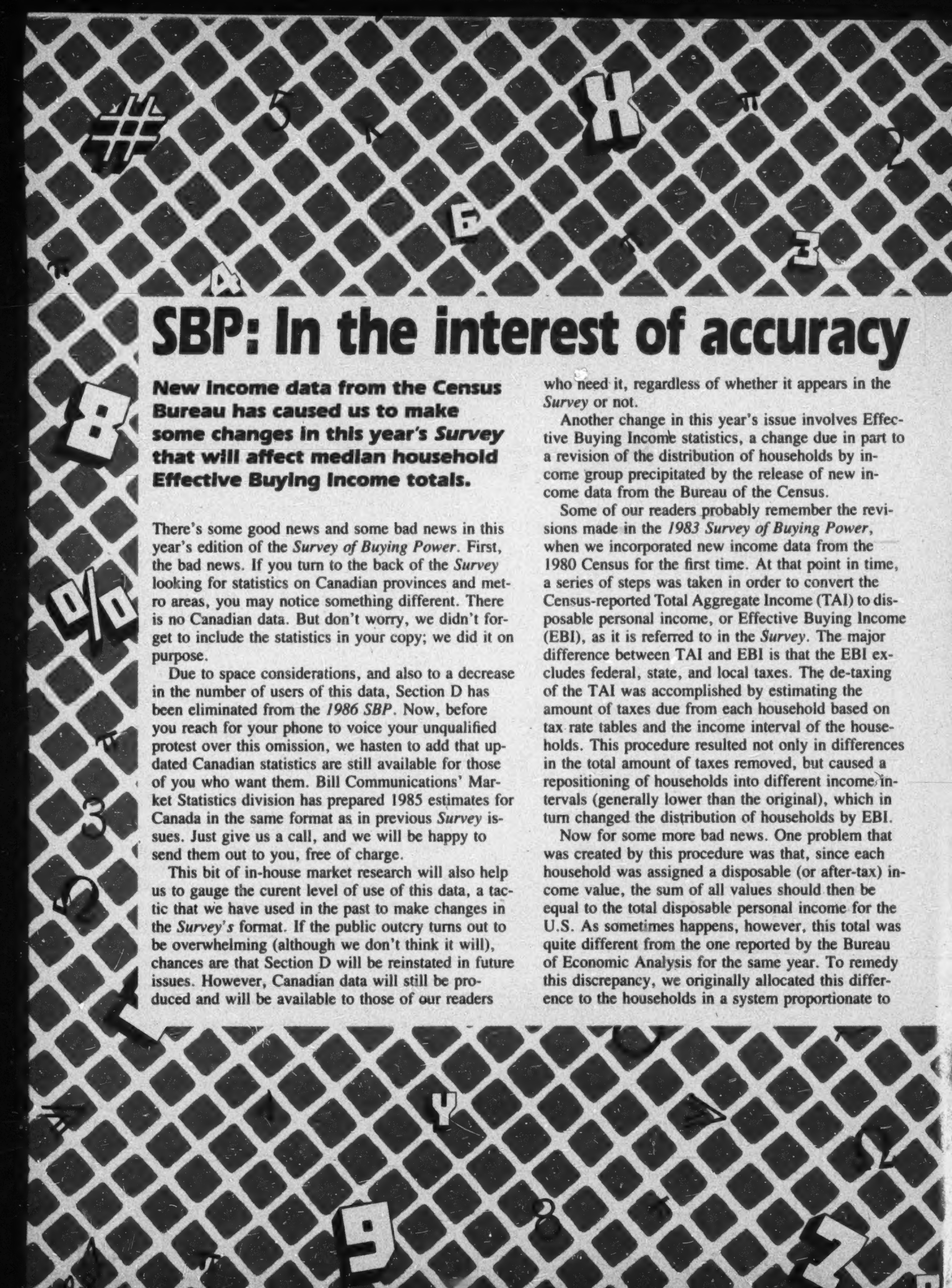
Section A

CHANGE IN INCOME CALCULATIONS!

Due in part to the recent publication of new income-related data from the Bureau of the Census, Bill Communications' Market Statistics Division has undertaken a major recalculation of Effective Buying Income (EBI) statistics. The latest *Current Population Survey (CPS)* from the Bureau has revealed problems in the methodology used in 1983 to convert Total Aggregate Income (TAI) to EBI. The original calculations, when compared to Bureau of Economic Analysis data for the same year, necessitated an upward shift in the distribution of income values relegated to household groups, which in turn resulted in an overestimation of median household EBI figures in the 1983, 1984, and 1985 issues of the *Survey*. The new *CPS* data received this year made it clear that this overestimation, if allowed to compound itself until the release of new income data, would result in household income totals that were artificially inflated well beyond the actual rates of increase for individual metros and counties. This adjustment results in median household EBI figures in this year's *Survey* that average 12% *below* last year's figures, and users of *Survey* data should take this into account when making comparisons of data between the 1985 and 1986 issues. S&MM and Market Statistics regret any problems this reajustment may cause for our readers, but we feel that this recalculation is absolutely essential to insure the continuing accuracy of *Survey of Buying Power* data. A more detailed explanation of this and other changes in this year's *Survey* can be found on page A-8.



SBP: In the interest of accuracy

New income data from the Census Bureau has caused us to make some changes in this year's *Survey* that will affect median household Effective Buying Income totals.

There's some good news and some bad news in this year's edition of the *Survey of Buying Power*. First, the bad news. If you turn to the back of the *Survey* looking for statistics on Canadian provinces and metro areas, you may notice something different. There is no Canadian data. But don't worry, we didn't forget to include the statistics in your copy; we did it on purpose.

Due to space considerations, and also to a decrease in the number of users of this data, Section D has been eliminated from the *1986 SBP*. Now, before you reach for your phone to voice your unqualified protest over this omission, we hasten to add that updated Canadian statistics are still available for those of you who want them. Bill Communications' Market Statistics division has prepared 1985 estimates for Canada in the same format as in previous *Survey* issues. Just give us a call, and we will be happy to send them out to you, free of charge.

This bit of in-house market research will also help us to gauge the curent level of use of this data, a tactic that we have used in the past to make changes in the *Survey's* format. If the public outcry turns out to be overwhelming (although we don't think it will), chances are that Section D will be reinstated in future issues. However, Canadian data will still be produced and will be available to those of our readers who need it, regardless of whether it appears in the *Survey* or not.

Another change in this year's issue involves Effective Buying Income statistics, a change due in part to a revision of the distribution of households by income group precipitated by the release of new income data from the Bureau of the Census.

Some of our readers probably remember the revisions made in the *1983 Survey of Buying Power*, when we incorporated new income data from the 1980 Census for the first time. At that point in time, a series of steps was taken in order to convert the Census-reported Total Aggregate Income (TAI) to disposable personal income, or Effective Buying Income (EBI), as it is referred to in the *Survey*. The major difference between TAI and EBI is that the EBI excludes federal, state, and local taxes. The de-taxing of the TAI was accomplished by estimating the amount of taxes due from each household based on tax rate tables and the income interval of the households. This procedure resulted not only in differences in the total amount of taxes removed, but caused a repositioning of households into different income intervals (generally lower than the original), which in turn changed the distribution of households by EBI.

Now for some more bad news. One problem that was created by this procedure was that, since each household was assigned a disposable (or after-tax) income value, the sum of all values should then be equal to the total disposable personal income for the U.S. As sometimes happens, however, this total was quite different from the one reported by the Bureau of Economic Analysis for the same year. To remedy this discrepancy, we originally allocated this difference to the households in a system proportionate to

their income values. This resulted in a distribution that was shifted upwards, and as it now turns out, sometimes overestimating household totals in the upper income groups.

This overestimation became apparent after the publication of the latest *Current Population Survey* from the Bureau of the Census. After reviewing this new data, we felt it was essential that this problem be addressed, since it is our aim to provide our readers with the most accurate and reliable data available. The solution involved an across-the-board recalculation of EBI, allocating the income difference between the Bureau's figures and our own and devising a new curve, which, in order to realign household EBI data, disproportionately assigns more income to the highest intervals with only a minimal shift of households from their original after-tax groups. The newly calculated totals are now more closely aligned with the most recent available government data, and the overestimation of household incomes has been rectified. That is the good news.

The *1986 Survey of Buying Power* data is based on this revised income benchmark, the first such readjustment in income we have ever undertaken between census years. Because of this across-the-board recalculation, the variable most affected—in terms of comparing this year's data to last year's—is the *Survey's* median household EBI figure. Therefore, we feel it is important that comparisons of income figures from the *1986 Survey* and those from previous years take into account the average 12% *downward* revision incorporated into this year's figures.

Naturally, since the household income figures in this year's *Survey* will in many cases be lower than those in the 1985 issue, some readers, without reading this explanation, will assume that incomes have dropped in their metro or county. In last year's *Survey*, the introduction of new retail sales benchmarks from 1982's Census of Retail Trade caused a similar problem in comparing figures from previous years to those in the current issue. Despite a number of notices scattered throughout the 1985 *Survey*, a few people called us with frantic questions concerning a drop in their area's retail sales. As in this case, the figure reported was not a reflection of reality, but rather, a statistical readjustment that happened to result in a lower figure for a particular geographic area. Of course, when these kinds of adjustments produce an equal percentage of change on the plus side, we hear very little public outcry. It is only when figures seemingly go down that the number of phone calls goes up.

Finally, some more good news. S&MM would like to announce the first available data for the nation's newest metropolitan area, Merced, CA, which was formally designated by the Office of Management and Budget at the end of last month. As in past years, the *Survey of Buying Power* is the first publication to announce such changes and to include these new markets in our rankings of metro areas that appear in Section B.

These are the changes; some good, some bad, but all of them have been made in the interest of increasing the accuracy of this publication. The next article in Section A, "A walk through the Survey's statistics," describes the individual pieces of data listed in Sections B and C, and provides explanations of what each column contains, tells you where the data come from, and how to use them to enhance your planning, targeting, and profiling capabilities.

A walk through the Survey's statistics

A detailed examination of each of the *Survey's* data classifications, outlining the definitions, sources and applications for the metro, county, and city statistics that make up this year's issue. An in-depth explanation of the SIC (Standard Industrial Classification) codes used to define retail store groups is also included as a service to *Survey* users.

By RICHARD KERN
Editorial Director,
S&MM Surveys

Even in an age of computers and multi-page printouts of demographic and socioeconomic data, a statistical volume like the *Survey of Buying Power* retains its place as the most relevant and reliable off-the-shelf source of data for any of the nation's 317 metro areas, 3,137 counties, and selected central cities. For users in need of updated household income statistics, population and household data, or retail sales figures, the *Survey* offers a quick, handy selection of market-related information that can be used to develop customer profiles, lists of target markets, or even rankings of those markets according to any of 25 different characteristics.

Many times, questions arise as to the source and definitions of these various pieces of data; questions such as what constitutes Effective Buying Income, how are retail sales figures arrived at, or what is the difference between median and average household incomes. To better explain the *Survey's* statistics to its users, the following review of its data is provided, expanding on the Definition of Terms section found on page C-3. Beginning with total population, we will define the columns of data individually, and also describe the sources and some potential uses for each.

Total Population These figures are updated from the most recent available statistics published by the Census Bureau, which in this case is still the 1980 Census of Population and Housing. The numbers constitute a simple head count of all the people living in a particular metro, county, or city as of Dec. 31, 1985. Included are residents of group quarters (such as college dormitories, hospitals, and nursing homes) and armed forces personnel permanently assigned to the particular geographic area in question. Counts for tourists, transients, and seasonal residents (those whose primary residence is not in the area) are not included.

In calculating the annual estimates for population, a number of other data sources are also utilized. Things such as birth and death records, *Current Population Report* data from the Census Bureau, school and college enrollment figures, military statistics, nursing home and hospital records, chamber of commerce figures, and migration data from the IRS are all taken into account in the calculations, with the resultant percentage of increase or decrease applied to the previous year's population estimate, which in turn produces the current figure.

Data on total population are used most often by marketers looking for very general trends in growth, or by chambers of commerce and newspapers, which use population as a relative measure of how their metro or county stacks up against others. Promotional pieces that describe a metro as "the fourth largest in the nation" or "biggest in the tri-state area" are usually basing such statements on total population. Also, the five-year projections of growth for metros and metro counties published in October's *Survey of Buying Power—Part II* show the *fastest-growing* metros according to the estimated percentage of growth in their total population. Similarly, projections for the *biggest* metros five years from now use total population as the basis for this ranking.

Percent of U.S. This shows what percentage of the total U.S. population resides in a particular metro, county, or city, and is used most often by marketers to gauge market share or to show the relative importance of an area in terms of penetration or coverage.

Median Age of Population Calculated by dividing the age distribution of an area's total population (from newborns to the oldest living residents) into two equal groups, with one half of the population younger and one half older than the published figure, this figure is used by marketers to measure the relative age in the metro or county in order to see which markets contain the largest percentages of residents fitting their particular demographic profile. For example, most metros in the state of Florida have a median age far higher than the U.S. median of 31.9 years. Bradenton, Daytona Beach, Fort Lauderdale, Sarasota, Tampa, and West Palm Beach all have a median age of more than 40 years, making them prime targets for marketers of goods and services aimed at the elderly population. On the other hand, the Utah metros of

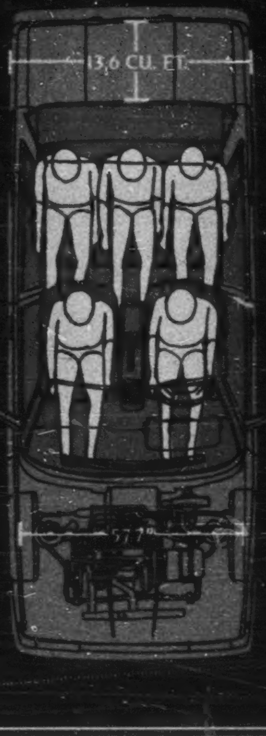
(continued on page A-20)

SURVEY HIGHLIGHT

Gray mega-markets: County leaders in percentage of population over age 50

Rank	County/State	Percent of Total Population Age 50 +
1	Charlotte, FL	59.3%
2	Llano, TX	56.6
3	Pasco, FL	53.5
4	Citrus, FL	53.2
5	Sarasota, FL	50.9
6	Sierra, NM	50.6
7	Hernando, FL	48.7
8	Baxter, AR	47.5
9	Keweenaw, MI	47.3
9	Hamilton, TX	47.3
9	Mills, TX	47.3
12	Pinellas, FL	47.1
13	Hickory, MO	46.7
14	Highlands, FL	46.1
14	Bosque, TX	46.1
16	Elk, KS	46.0
17	Manatee, FL	45.9
18	Pawnee, NE	45.7
19	Lincoln, KS	45.1
20	Delta, TX	45.0
21	Izard, AR	44.9
22	Greer, OK	44.7
23	Martin, FL	44.4
23	Lake, FL	44.4
23	McIntosh, ND	44.4
Percent of total U.S. Pop.		**25.8%**

Source: Sales and Marketing Management's *1986 Survey of Buying Power*.
*Sales and Marketing Management



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SURVEY HIGHLIGHT

Nuances of Regional Growth: Losses stabilize, growers keep on growing

Region/State	1985 Pop. (Thous.)	Net % Change 1980–85	% of U.S. Pop.		
			1985	1980	1970
NEW ENGLAND	**12,706.7**	**+2.5%**	**5.2762%**	**5.4207%**	**5.7776%**
Connecticut	3,175.9	+2.2	1.3187	1.3606	1.4904
Maine	1,175.4	+3.6	.4881	.4964	.4827
Massachusetts	5,847.4	+1.9	2.4279	2.5126	2.7667
New Hampshire	1,000.7	+7.0	.4156	.4094	.3518
Rhode Island	969.5	+2.1	.4026	.4156	.4656
Vermont	537.8	+4.1	.2233	.2261	.2204
MIDDLE ATLANTIC	**37,597.1**	**+2.2%**	**15.6112%**	**16.0963%**	**18.1897%**
New Jersey	7,618.9	+3.2	3.1635	3.2299	3.5382
New York	17,966.2	+2.5	7.4600	7.6702	8.9100
Pennsylvania	12,012.0	+1.2	4.9877	5.1962	5.7415
EAST NORTH CENTRAL	**42,092.1**	**+0.7%**	**17.4778%**	**18.2938%**	**19.7614%**
Illinois	11,640.4	+1.6	4.8333	5.0122	5.4534
Indiana	5,585.8	+1.3	2.3194	2.4127	2.5515
Michigan	9,211.9	−0.8	3.8251	4.0647	4.3786
Ohio	10,836.0	+0.2	4.4994	4.7324	5.2253
Wisconsin	4,818.0	+1.8	2.0006	2.0718	2.1526
WEST NORTH CENTRAL	**17,773.0**	**+2.8%**	**7.3798%**	**7.5633%**	**8.0157%**
Iowa	2,942.8	+0.6	1.2219	1.2798	1.3787
Kansas	2,470.5	+4.0	1.0258	1.0394	1.1140
Minnesota	4,224.3	+2.9	1.7540	1.7959	1.8639
Missouri	5,093.8	+2.9	2.1151	2.1655	2.3065
Nebraska	1,622.4	+2.7	.6737	.6913	.7263
North Dakota	699.9	+6.5	.2906	.2876	.3029
South Dakota	719.3	+3.6	.2987	.3038	.3234
SOUTH ATLANTIC	**40,558.6**	**+8.2%**	**16.8409%**	**16.4036%**	**15.1408%**
Delware	621.4	+3.7	.2580	.2623	.2667
District of Columbia	621.0	−1.2	.2579	.2751	.3720
Florida	11,435.2	+4.0	4.7482	4.3878	3.3970
Georgia	5,990.5	+8.2	2.4874	2.4230	2.2727
Maryland	4,436.4	+4.7	1.8421	1.8542	1.9310
North Carolina	6,304.9	+6.3	2.6179	2.5955	2.5016
South Carolina	3,396.3	+7.6	1.4102	1.3819	1.2776
Virginia	5,785.0	+7.1	2.4021	2.3628	2.2813
West Virginia	1,967.9	N.C.	.8171	.8610	.8409
EAST SOUTH CENTRAL	**15,306.5**	**+3.4%**	**6.3556%**	**6.4776%**	**6.3012%**
Alabama	4,079.8	+4.0	1.6940	1.7164	1.6886
Kentucky	3,786.2	+2.4	1.5722	1.6186	1.5751
Mississippi	2,647.3	+4.2	1.0992	1.1117	1.0978
Tennessee	4,793.2	+3.3	1.9902	2.0309	1.9397
WEST SOUTH CENTRAL	**26,698.9**	**+0.8%**	**11.0860%**	**10.5458%**	**9.5812%**
Arkansas	2,401.6	+3.9	.9972	1.0116	.9480
Louisiana	4,532.6	+6.6	1.8820	1.8605	1.8049
Oklahoma	3,356.0	+9.7	1.3935	1.3389	1.2646
Texas	16,408.7	+3.4	6.8133	6.3348	5.5637
MOUNTAIN	**13,020.3**	**+2.0%**	**5,4063%**	**5.0895%**	**4.1056%**
Arizona	3,252.2	+5.9	1.3504	1.2278	.8847
Colorado	3,269.7	+1.2	1.3576	1.2869	1.0999
Idaho	1,029.9	+6.8	.4277	.4218	.3511
Montana	836.7	+5.2	.3474	.3480	.3370
Nevada	940.9	+4.5	.3906	.3598	.2417
New Mexico	1,475.7	+1.5	.6128	.5790	.5402
Utah	1,698.8	+3.5	.7054	.6552	.5241
Wyoming	516.4	+7.1	.2144	.2110	.1629
PACIFIC	**35,080.3**	**+8.8%**	**14.5662%**	**14.1094%**	**13.1268%**
Alaska	537.8	+1.1	.2233	.1795	.1519
California	26,345.3	+9.9	10.9393	10.4945	9.8653
Hawaii	1,071.3	+9.4	.4448	.4285	.3882
Oregon	2,709.2	+1.1	1.1249	1.1722	1.0374
Washington	4,416.7	+5.4	1.8339	1.8347	1.6840
TOTAL UNITED STATES	**240,833.5**	**+5.4%**	**100.0000%**	**100.0000%**	**100.0000%**

Source: Sales and Marketing Management's *1971, 1981 and 1986 Survey of Buying Power.*
N.C.—No Change.

Provo-Orem and Salt Lake City-Ogden are among the youngest in the nation, carrying median ages of 22.8 years and 26.9 years, respectively.

Percent of Population by Age Group These four separate age group breakouts correspond to major changes in the lifestyles of the population. For example, the 18- to 24-year-old group represents the average household-forming stage, the 25- to 34-year-old group the prime baby-boom demographic, and the 50-and-above group the rapidly growing retirement market. The percentages shown reflect the percentage of total population accounted for by each of the four groups. Again, marketers looking for a particular age segment can use these data to isolate markets with above-average ratios of the desired age demographic.

Households This figure shows, in thousands, the number of household units in a given metro, county, or city. A household is defined as all the people occupying a single housing unit under 1980 Census Bureau rules. A housing unit need not be an actual house, but also includes apartments, co-ops, condominiums, groups of rooms, or even a single room. In addition, members of a household unit do not have to be related, as long as they occupy the same housing unit. A single person living alone in a housing unit is also considered a household, and in fact, single-person households currently account for about 22 million units, a quarter of all U.S. households. It should also be noted that persons residing in group quarters such as college dormitories, military barracks, hospitals, nursing homes, and institutions are not considered members of households, and although an area's total population figure includes such residents, household totals do not.

SURVEY HIGHLIGHT

Threads and bread: The nation's biggest apparel markets and their respective income levels . . .

Rank	Metro	1985 Apparel and Accessory Sales ($000)	1985 Median Household EBI
1	New York	$3,878,602	$21,815
2	Los Angeles-Long Beach	3,052,979	25,229
3	Chicago	2,637,732	28,217
4	Philadelphia	1,726,007	25,827
5	Boston-Lawrence-Salem-Lowell-Brockton	1,649,559	29,621
6	Detroit	1,593,721	27,260
7	Washington, DC	1,325,447	35,172
8	Houston	1,287,846	28,695
9	Nassau-Suffolk, NY	1,244,213	38,289
10	San Francisco	1,003,376	30,002

. . . and the situation reversed

Rank	Metro	1985 Median Household EBI	1985 Apparel and Accessory Sales ($000)
1	Nassau-Suffolk, NY	$38,289	$1,244,213
2	Bridgeport-Stamford-Norwalk-Danbury, CT	36,886	389,561
3	San Jose	35,702	560,816
4	Middlesex-Somerset-Hunterdon, NJ	35,302	419,536
5	Washington, DC	35,172	1,325,447
6	Anchorage	34,793	122,003
7	Lake County, IL	34,370	147,115
8	Brazoria, TX	33,818	40,408
9	Bergen-Passaic, NJ	33,231	754,651
10	Anaheim-Santa Ana, CA	33,131	922,812

Source: Sales and Marketing Management's *1986 Survey of Buying Power.*

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The method of estimating current household totals involves the use of two sets of data—the most recent Census Bureau counts and state household estimates from the Bureau's *Current Population Reports*. Basically speaking, by calculating the rate of change in the size of households from one year to the next and applying this rate to the previous year's estimates, a current adjusted figure is arrived at. This figure is then divided into the current population estimate to produce an updated estimate of total households. Interestingly, with the previously mentioned increase in single-person households, it is conceivable that a metro or county could show a decline in total population while posting an increase in the total number of households, although this is not always the case.

Single-person households currently account for about 22 million units, a quarter of the U.S. total.

For marketers, household counts are often used instead of population figures to estimate coverage of advertising, mailings, and media promotions, since they more accurately reflect the number of "family" units in an area, units that usually make purchases on a household basis rather than individually. Also, while total population figures include residents of all ages (regardless of whether or not they are wage earners), households are typically headed by people with the dispos-

SURVEY HIGHLIGHTS

For richer or for poorer: Median Household Effective Buying Income

for the top 10 . . . . . . and the bottom 10 metros

Metro	1985 Median Household EBI
Nassau-Suffolk, NY	$38,289
Bridgeport-Stamford-Norwalk-Danbury, CT	36,886
San Jose, CA	35,702
Middlesex-Somerset-Hunterdon, NJ	35,302
Washington, DC	35,172
Anchorage, AK	34,793
Lake County, IL	34,370
Brazoria, TX	33,818
Bergen-Passaic, NJ	33,231
Anaheim, Santa Ana, CA	33,131

Metro	1985 Median Household EBI
Pine Bluff, AR	$17,645
Visalia-Tulare-Porterville, CA	17,408
Brownsville-Harlingen, TX	16,919
Panama City, FL	16,725
Ocala, FL	16,506
Las Cruces, NM	16,482
Gadsden, AL	16,249
McAllen-Edinburg-Mission, TX	15,667
Jacksonville, NC	15,578
Laredo, TX	15,135

Source: Sales and Marketing Management's *1986 Survey of Buying Power.*
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able income and spending power that marketers seek.

Total Retail Sales This shows, in thousands of dollars, total *net* sales (that is, minus refunds and returns) for the geographic area listed, be it metro, county, or city. The figures reflect sales from all establishments primarily engaged in retail trade, but *do not* include retail sales by wholesalers or service establishments. They also *do not* include sales and other taxes or charges for credit and/or carrying. Receipts from repairs and other services performed by establishments that meet the proper guidelines *are* included in these totals, however.

Total retail sales figures are also based upon the most recent available Census Bureau data, in this case, the 1982 Census of Retail Trade. Calculations for current estimates also take into account retail-sales tax data collected on the county level. So by measuring increases in sales tax totals, a percentage of increase (or decrease) can then be applied to the previous year's figure, yielding the current estimate of total retail sales. In certain cases, however, the definition of taxable sales differs from one state to the

Personal bucks: Top 25 metros in per-capita EBI

Rank	Metro	1985 Per-Capita Effective Buying Income
1	Bridgeport-Stamford-Norwalk-Danbury, CT	$18,092
2	San Francisco	16,995
3	Washington, DC	16,237
4	Bergen-Passaic, NJ	16,014
5	Anchorage	15,996
6	Nassau-Suffolk, NY	15,684
7	San Jose	15,386
8	Middlesex-Somerset-Hunterdon, NJ	15,325
9	Lake County, IL	15,303
10	Midland, TX	15,282
11	Oakland	14,893
12	Newark	14,873
13	Anaheim-Santa Ana, CA	14,865
14	West Palm Beach-Boca Raton-Delray Beach	14,855
15	Monmouth-Ocean, NJ	14,665
16	Wichita, KS	14,573
17	Boston-Lawrence-Salem-Lowell-Brockton	14,474
18	Hartford-New Britain-Middletown-Bristol, CT	14,446
19	Trenton, NJ	14,310
20	New London-Norwich, CT	14,271
21	Seattle	14,267
22	New Haven-Waterbury-Meriden, CT	14,224
23	Grand Forks, ND	14,115
24	Topeka, KS	14,095
25	Minneapolis-St. Paul	14,078
U.S. Per-Capita Effective Buying Income		**$11,627**

Source: Sales and Marketing Management's *1986 Survey of Buying Power.*
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SURVEY HIGHLIGHT

Hey big spender: Per household retail sales by state

Rank	State	1985 Per Household Retail Sales
1	Alaska	$23,507
2	New Hampshire	20,736
3	Hawaii	20,009
4	Massachusetts	19,436
5	Wyoming	19,074
6	Delaware	19,042
7	Connecticut	18,970
8	Nevada	18,791
9	Vermont	18,259
10	Maryland	18,125
11	Minnesota	17,580
12	New Jersey	17,560
13	California	17,237
14	North Dakota	17,159
15	Texas	17,152
16	Colorado	16,792
17	Virginia	16,643
18	Maine	16,626
19	Missouri	16,535
20	Florida	16,174
21	Georgia	16,073
22	Rhode Island	15,982
23	Indiana	15,889
24	Michigan	15,688
25	New Mexico	15,492
26	Oklahoma	15,313
27	Kansas	15,161
28	Ohio	15,124
29	Tennessee	15,100
30	Louisiana	14,984
31	North Carolina	14,973
32	Illinois	14,830
33	Arizona	14,821
34	Nebraska	14,779
35	Utah	14,741
36	South Dakota	14,672
37	Montana	14,636
38	Oregon	14,623
39	Washington	14,433
40	New York	14,349
41	Pennsylvania	14,311
42	South Carolina	14,162
43	Wisconsin	14,040
44	Idaho	13,830
45	Iowa	13,609
46	Kentucky	13,366
47	District of Columbia	13,004
48	West Virginia	12,750
49	Mississippi	12,690
50	Arkansas	12,660
51	Alabama	12,166
Total U.S.		**$15,782**

Source: Sales and Marketing Management's *1986 Survey of Buying Power*.
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next, or from one city to the next. Consequently, relying strictly on sales tax data for these estimates can sometimes produce an incomplete picture of local retail activity. Therefore, in addition to tax data, statistics on local retail activity from the Census Bureau's *County Business Patterns* series are utilized along with chamber of commerce data and any other pertinent information.

Marketers who use retail sales data for the purpose of measuring the purchasing power of an area should keep in mind that while population and household data are easily defined by the boundaries of metro or county geography, retail sales—because of the ways data are collected and analyzed—are not directly assignable to the residents of the area in question. While it is safe to assume that residents make a majority of their purchases within their own metro or county, there is no way to separate resident purchases from non-resident purchases (those made by people who shop in the area but do not live there). Because of this, calculations of per-capita retail sales, made by dividing total population into total retail sales, are a less-than-perfect indicator of retail activity.

Food Store Sales Individual store group sales are defined according to the parameters of the Standard Industrial Classification (SIC) system, which codes all manufacturing and nonmanufacturing activity (including retail and wholesale activity) in the U.S. for purposes of data collection and dissemination.

Food Stores (SIC 2-digit Major Group 54) are defined as "retail stores primarily engaged in selling food for home preparation and consumption." This definition includes the following 3-digit sub-groups: Grocery Stores (SIC 541), Meat and Fish Markets (SIC 542), Fruit Stores and Vegetable Markets (SIC 543), Candy, Nut, and Confectionery Stores (SIC 544), Dairy Products Stores (SIC 545), Retail Bakeries (SIC 546), and Miscellaneous Food Stores (SIC 549).

Food Store sales are listed in thousands of dollars (add three zeros to each figure, hence the notation, $000) and are collected by the same methods—and subject to the same "resident vs. non-resident" problems—described under Total Retail Sales above.

Eating & Drinking Place Sales Sales here are confined to establishments listed under SIC Major Group 58, which is defined as "retail establishments selling prepared foods and drinks for consumption on the premises, and also lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption" (that is, concession stands at stadiums and arenas). This category does not include lunch counters and restaurants operated by hotels and/or department stores, which are classified under SIC Major Groups 70 and 53, respectively. Included under Eating Places (4-digit sub-group

> Per-capita retail sales are a less-than-perfect indicator of a metro, county, or city's retail activity.

Caution on retail sales estimates!

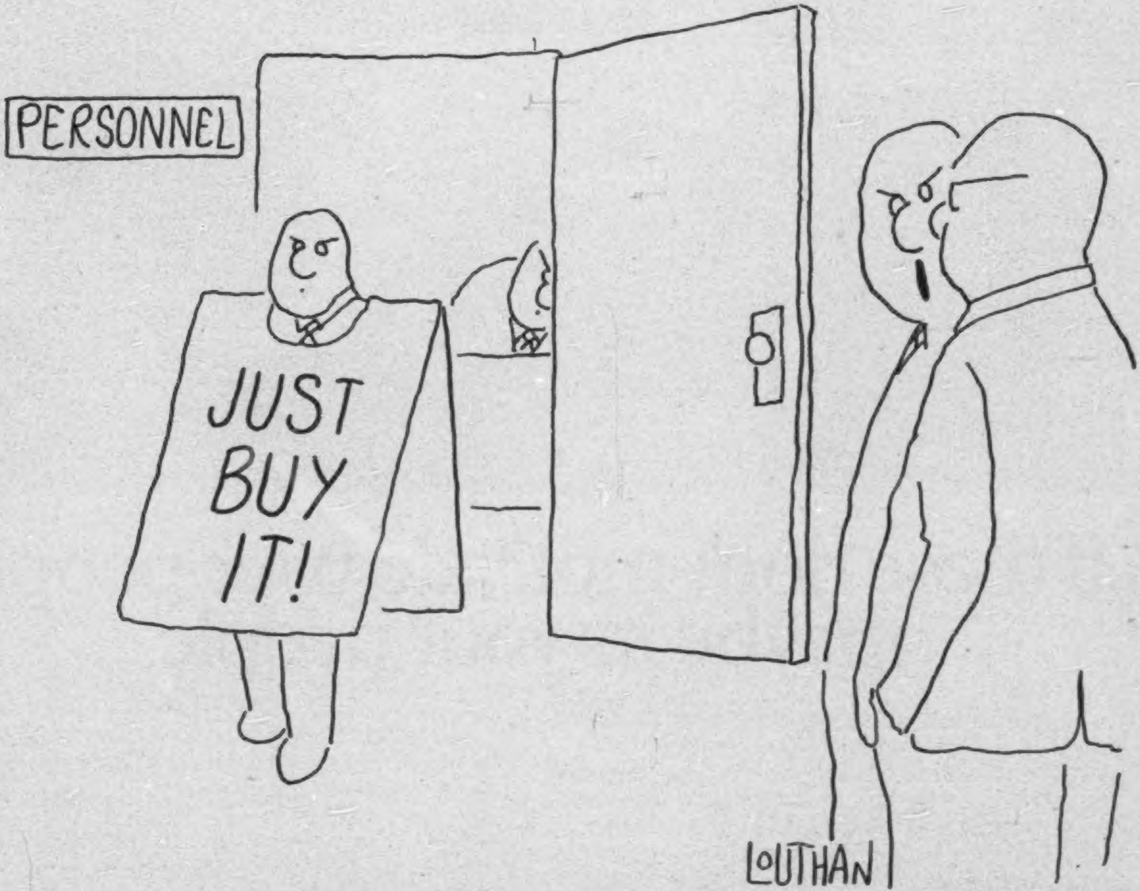
Total retail sales and store group sales in the *1986 Survey of Buying Power* are not directly comparable to figures published prior to last year. The 1985 estimates in this year's *Survey* are updates from the 1982 Census of Retail Trade, whereas estimates in the 1979–84 *Surveys* used the 1977 Census of Retail Trade as a benchmark. Therefore, when constructing trend lines that contain overlapping data, be certain that any discrepancies are footnoted accordingly. In some cases, what at first may look like a drop in retail sales for a metro or county is actually a readjusted figure that allows for new benchmark data.

5812) are caterers, industrial, and institutional food service establishments, as well as such things as frozen custard and ice cream stands, soda fountains, hot dog stands, and drive-in and carry-out restaurants. Drinking Places (sub-group 5813) include establishments primarily engaged in the retail sale of alcoholic beverages, although such establishments may also derive a "substantial" portion of their receipts from the sale of food on the premises. Nightclubs and discos are also considered part of SIC 5813.

General Merchandise Store Sales Defined under SIC Major Group 53 as "retail stores that sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and, in some cases, food." Store types in this category include department stores, variety stores (both limited price and discount), general merchandise stores, and general stores. Among those not included are stores selling merchandise by mail, vending machine, or direct selling, which fall under SIC 596.

Furniture, Home Furnishing, and Appliance Store Sales This store group (SIC Major Group 57) includes "retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and china, domestic stoves, refrigerators, and other household electrical and gas appliances." Furniture stores (sub-group 5712) encompasses stores selling beds and mattresses, kitchen and custom cabinets, and juvenile furniture. Miscellaneous home furnishing stores (sub-group 5719) include such specialty merchandisers as cookware stores, cutlery stores, glassware and kitchenware stores, lamp and shade shops, mirror and picture frame shops, pottery stores, and venetian blind and window shade shops.

Automotive Dealer Sales This group is made up of seven out of eight sub-groups from SIC Major Group 55. The only exclusion is Gasoline Service Stations (sub-group 554), which are not counted here due to their marginal relation to



"I guess our marketing manager didn't work out."

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actual car and truck sales. The SIC definition for this category (excluding service stations) is as follows: "This Major Group includes retail dealers selling new and used automobiles, boats, recreational and utility trailers, and motorcycles, and also those selling new automobile parts and accessories. This includes establishments dealing in used automobiles exclusively, but not establishments dealing exclusively in used parts (covered by subgroup 5931). Automobile repair shops maintained by the establishments engaged in the sale of new automobiles are also included. Automotive distributors, the greater part of whose sales are to dealers, institutional, or industrial users, are classified under Wholesale Trade."

Of the seven 3-digit sub-groups that make up this particular category, the first is SIC 551, Motor Vehicle Dealers (New and Used), which also includes their incorporated repair facilities. Next is SIC 552, Motor Vehicle Dealers (Used Only), which includes antique auto dealers. The third group, SIC 553, Auto and Home Supply Stores, is defined as "establishments primarily engaged in the retail sale of automobile tires, batteries, and other auto parts and accessories. It should be noted that such establishments also frequently sell a substantial amount of home appliances, radios, and television sets."

Establishments primarily engaged in both selling and installing such automotive parts as transmissions, mufflers, brake linings, and glass are classified under SIC subgroup 753, Automotive Repair Shops.

The fourth sub-group, SIC 555, Boat Dealers, is defined as "establishments primarily engaged in the

SURVEY HIGHLIGHT

Shoulder to shoulder: Metros with the highest population density

Rank	Metro	Population Per Sq. Mi.
1	Jersey City	12,020
2	New York	7,364
3	Chicago	3,221
4	Bergen-Passaic, NJ	3,050
5	Anaheim-Santa Ana	2,662
6	Nassau-Suffolk, NJ	2,253
7	Los Angeles-Long Beach	1,988
8	Newark	1,534
9	San Francisco	1,531
10	Boston	1,525
11	Honolulu	1,387
12	Trenton, NJ	1,378
13	Philadelphia	1,361
14	Bridgeport-Stamford, CT	1,298
14	Oakland	1,298
16	New Haven-Waterbury, CT	1,268
17	Cleveland	1,233
18	San Jose	1,078
19	Lake County, IL	1,041
20	Detroit	970
21	Milwaukee	959
22	Fort Lauderdale	957
23	Buffalo	939
24	Providence, RI	935

Source: Sales and Marketing Management's *1986 Survey of Buying Power*

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CMSA	Total Population 1985	 1982	% Change
Buffalo-Niagara Falls, NY	1,201,300	1,221,600	− 1.69%
Chicago-Gary-Lake County, IL-IN	8,098,100	7,956,800	+ 1.77
Cincinnati-Hamilton, OH	1,679,300	1,674,000	+ 0.32
Cleveland-Akron-Lorain, OH	2,795,600	2,786,200	+ 0.32
Dallas-Fort Worth, TX	3,471,500	3,130,600	+10.89
Denver-Boulder, CO	1,854,100	1,741,800	+ 6.45
Detroit-Ann Arbor, MI	4,632,700	4,690,100	− 1.24
Houston-Galveston-Brazoria, TX	3,633,700	3,424,300	+ 6.11
Los Angeles-Anaheim-Riverside, CA	12,720,800	12,016,100	+ 5.86
Miami-Fort Lauderdale, FL	2,930,700	2,875,600	+ 1.92
Milwaukee-Racine, WI	1,575,200	1,575,800	− 0.04
New York-Northern New Jersey-Long Island, NY-NJ	17,839.900	17,323,500	+ 2.98
Philadelphia-Wilmington-Trenton, PA-DE-NJ	5,801,200	5,659,700	+ 2.50
Pittsburgh-Beaver Valley, PA	2,380,500	2,385,000	− 0.19
Portland-Vancouver, OR-WA	1,361,000	1,341,100	+ 1.48
San Francisco-Oakland-San Jose, CA	5,791,800	5,585,800	+ 3.69
Seattle-Tacoma, WA	2,241,600	2,163,900	+ 3.59

Source: Sales and Marketing Management's *1986 Survey of Buying Power*.
*Sales and Marketing Management.

retail sale of new and used motorboats and other watercraft, marine supplies, and outboard motors." SIC 556, Recreational and Utility Trailer Dealers, includes the retail sale of campers for mounting on trucks, motor homes, travel trailers for automobiles (New and Used), and utility trailers.

Establishments primarily engaged in the retail sales of mobile homes are classified under subgroup 5271. Motorcycle Dealers, SIC 557, also includes establishments selling motorized bicycles and motor scooters, while SIC 559, Automotive Dealers, Not Elsewhere Classified, includes "new and used automotive vehicles and new equipment and supplies, such as snowmobiles, dune buggies, and go-carts.

SIC sub-group 559 also includes Retail Aircraft Dealers, which could account for some "pollution" of automotive dealer totals, although these sales would be only a small portion of the overall figure.

Drugstore Sales Here, the SIC classification that defines this cate-

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gory is the 3-digit sub-group 591, Drug Stores and Proprietary Stores. This group is part of the 2-digit Major Group 59, Miscellaneous Retail, which also includes Liquor Stores and Used Merchandise Stores. For the *Survey's* purposes, however, the 591 group is used to better isolate "establishments engaged in the retail sale of prescription drugs and patent medicines, and which may also carry a number of related lines, such as cosmetics, toiletries, tobacco, and novelty merchandise."

These stores are included on the basis of their usual trade designation, rather than on the more strict interpretation of commodities handled. This industry group includes drug stores that also operate soda fountains or lunch counters.

Total Effective Buying Income EBI is roughly equivalent to disposable, or "after-tax," income. The term, Effective Buying Income, was developed by S&MM to distinguish it from other sources reporting income statistics. It is defined as personal income less personal taxes and "non-tax" payments.

Personal income includes wages and salaries, other labor-related income, proprietor's income, rental income, dividends, personal interest income, and transfer payments (such as pensions and welfare assistance). Deductions are then made for federal, state, and local taxes, "non-tax" payments (such as fines, fees, or penalties), collected by governmental agencies and similar organizations, and personal contributions for social insurance. The resultant figure is referred to as "disposable income" by the government. To further refine this figure for use by the *Survey's* readers, however, deductions for the compensation of military and diplomatic personnel stationed overseas are made, at which point the EBI figure is reached.

EBI figures are of primary importance to marketers in search of income levels that fit with their particular product or service. Quite naturally, one would think that high income areas would be the most desirable for marketers, but this is not always the case. If the targeted consumer group has been selected

SURVEY HIGHLIGHT

Buying power, quality, activity: S&MM index leaders

BPI Rank	State	BPI	QI	SAI
1	Califorhia	11.9694	109	110
2	New York	7.6406	102	92
3	Texas	6.8568	101	105
4	Illinois	4.9304	102	94
5	Florida	4.9040	103	111
6	Pennsylvania	4.7845	96	92
7	Ohio	4.3909	98	97
8	Michigan	3.7921	99	97
9	New Jersey	3.6129	114	110
10	Massachusetts	2.8008	115	124
11	Virginia	2.4511	102	101
12	North Carolina	2.3850	91	94
13	Georgia	2.3544	95	98
14	Indiana	2.2109	95	98
15	Missouri	2.0902	99	104
16	Maryland	2.0076	109	112
17	Wisconsin	1.9001	95	90
18	Washington	1.8340	100	96
19	Minnesota	1.8319	104	111
20	Tennessee	1.8077	91	96
21	Louisiana	1.6745	89	91
22	Connecticut	1.6008	121	119
23	Colorado	1.4535	107	113
24	Alabama	1.3889	82	76
25	Kentucky	1.3417	85	82

Definitions: The **BPI** (Buying Power Index) converts the three basic elements of *Survey* data—total population, total Effective Buying Income (EBI), and total retail sales—into a measurement of a state's ability to buy. This is done by assigning relative weights to each of the three variables according to their importance in terms of buying power. The resultant figure is then expressed as a percentage of the U.S. potential (100.0000%). For example, it could be said that California accounts for nearly 12% of total U.S. buying power. The Quality Index, or **QI**, is calculated by dividing a state's percentage of total U.S. population into its BPI. A high index figure indicates either above-average resident buying power, or a strong influx of non-resident shoppers. The Sales Activity Index **(SAI)** is obtained by dividing a state's percentage of total U.S. retail sales by its percentage of total U.S. population. Since the first number represents all sales made in the state, and the second number includes only the residents of the state, a high index may indicate a strong influx of non-resident shoppers. For example, Massachusetts and Connecticut, because of their close proximity to other New England states, both have relatively high SAIs, indicating heavier non-resident buying activity.

Source: *Sales and Marketing Management's 1986 Survey of Buying Power.*

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according to its conformity to an "ideal" customer profile, it is just as likely that a moderate income level would be chosen for the product or service at hand.

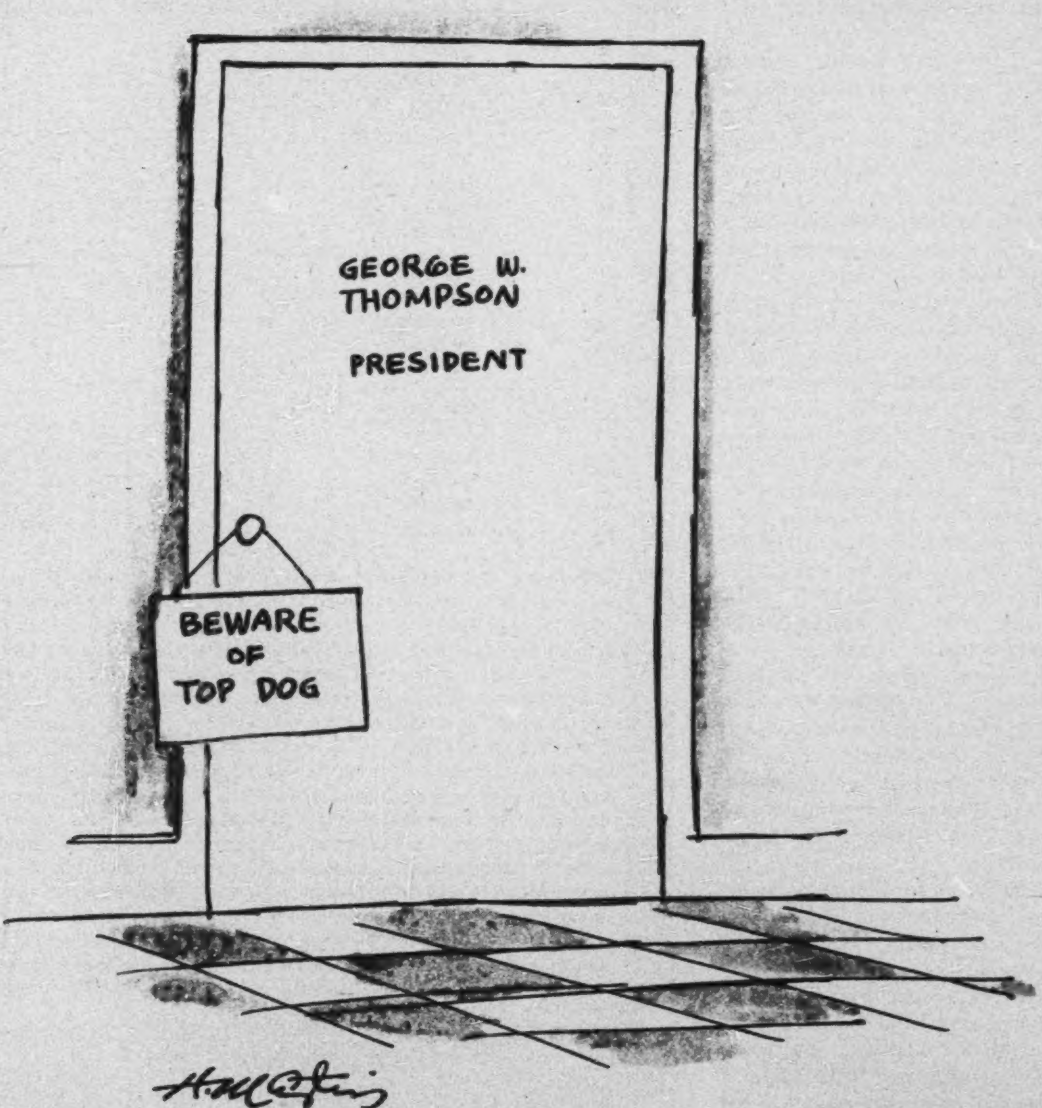
Metro area EBI figures are often used to calculate per-capita or per-household income, although it should be noted that per-capita income figures, by their nature, include large portions of the population that are not necessarily wage-earners in the true sense of the word.

Median Household EBI This figure is derived by dividing the income distribution for a metro, county, or city into two equal parts, with one half of the households above and one half below the resultant figure. S&MM feels that the median household EBI calculation is a more accurate and reliable indicator of an area's income level, since it is less likely to be "skewed" by statistical factors that can affect average or "mean" calculations.

Average household EBI, on the other hand, is calculated through a simple arithmetical formula: total EBI divided by total households, with the resultant figure usually a few thousand dollars higher than the median.

Marketers should be careful to avoid comparing median income figures to average income figures, since the different nature of their calculations makes them basically incompatible.

Household EBI figures are often the first numbers examined by marketers looking for a particular level of affluence in a market prior to the introduction of their product or service. Again, high household income figures are not always the most desirable, although higher levels of disposable income do indicate an increased probability that the household has the available buying power with which to invest in new or different products. Affluence and buying power are often thought of as one and the same, but there are other factors, such as cost of living, age distribution, and retail activity,



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SURVEY HIGHLIGHTS

The top 25: Leading black metros

Metro	1985 Black Pop. (Thous.)	% Of Metro Pop.
New York	2,144.7	25.4%
Chicago	1,430.1	23.3
Los Angeles-Long Beach	1,019.8	12.6
Philadelphia	935.7	19.5
Washington, DC	905.8	25.9
Detroit	889.9	20.4
Houston	635.1	19.8
Atlanta	585.3	23.8
Baltimore	568.3	24.8
New Orleans	440.6	32.7
Newark	419.7	22.3
St. Louis	418.5	17.3
Dallas	386.1	16.8
Memphis	380.6	40.8
Norfolk-Virginia Beach	365.0	28.3
Cleveland	350.6	18.7
Miami-Hialeah	332.1	18.7
Oakland	283.1	14.9
Birmingham	258.6	28.0
Richmond-Petersburg	236.5	29.0
Charlotte-Gastonia-Rock Hill	220.0	21.0
Boston-Lawrence-Salem-Lowell-Brockton	196.0	5.3
Kansas City	189.8	12.7
Jacksonville, FL	185.6	22.7
Tampa-St. Petersburg-Clearwater	185.6	9.9

Source: Sales and Marketing Management's *1986 Survey of Buying Power.*
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The top 25: Leading Hispanic metros

Metro	1985 Hispanic Pop. (Thous.)	% Of Metro Pop.
Los Angeles-Long Beach	2,504.2	30.9%
New York	1,631.5	19.3
Miami-Hialeah	739.6	41.7
San Antonio	620.3	51.3
Chicago	588.5	9.6
Houston	544.6	17.0
Riverside-San Bernadino	395.5	20.9
El Paso	375.1	68.8
San Diego	354.4	16.6
Anaheim-Santa Ana	352.8	16.6
McAllen-Edinburg-Mission	310.3	89.7
San Jose	273.2	19.6
Phoenix	267.0	14.5
Dallas	235.2	10.2
Oakland	224.5	11.8
Brownsville-Harlingen	206.4	85.1
Corpus Christi	203.8	56.1
San Francisco	194.8	12.5
Fresno	189.9	32.8
Albuquerque	182.4	38.8
Denver	178.2	10.9
Jersey City	170.1	30.8
Newark	151.4	8.0
Tuscon	146.3	23.1
Oxnard-Ventura	145.8	24.0

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for example, that should be considered along with household EBI.

Percent of Households by EBI Group Once the total disposable income has been established for an area, estimates are made as to the number of households in gross-income groups in thousand-dollar increments. The household incomes in each Adjusted Gross Income (AGI) interval are then de-taxed in order to estimate the number of households in what then become "disposable income groups." Then, working with the de-taxed income-class intervals, new groupings are formed, based upon the growth in household income. Since the income classes have been shifted during this procedure, an interpolation is done to find the new number of households within the original thousand-dollar increments. At this point, the overall annual change in the number of total households is allocated to each respective income class. The four income classes listed in the *Survey* most accurately reflect the income levels marketers currently use in determining an area's relative affluence.

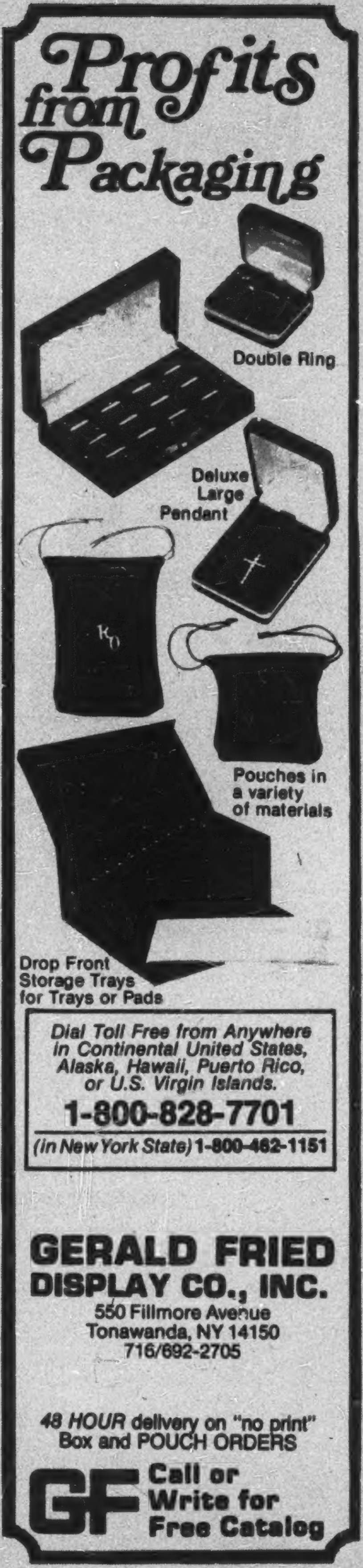
Buying Power Index The BPI is a relative indicator of market poten-

SURVEY HIGHLIGHT

Metros of the rich and famous: Leaders in the percentage of households with EBIs above $50,000

Rank	Metro	% Of Households With Income of $50,000+	1985 Median Household EBI
1	Bridgeport-Stamford-Norwalk-Danbury, CT	34.9%	$36,886
2	Nassau-Suffolk, NY	32.9	38,289
3	Anchorage	30.6	34,793
4	Washington, DC	30.5	35,172
5	San Jose	30.0	35,702
6	Bergen-Passaic, NJ	27.5	33,231
6	Middlesex-Somerset-Hunterdon, NJ	27.5	35,302
8	Lake County, IL	27.1	34,370
9	Anaheim-Santa Ana, CA	26.3	33,131
10	Newark	25.6	31,022
11	Oxnard-Ventura, CA	25.2	32,716
12	San Francisco	24.5	30,002
13	Midland, TX	24.0	30,404
14	Oakland	23.4	30,473
15	Trenton, NJ	23.0	30,154
16	Hartford-New Britain-Middletown-Bristol, CT	22.8	31,464
17	Grand Forks, ND	22.7	29,483
18	New Haven-Waterbury-Meriden, CT	22.5	30,452
18	Honolulu	22.5	29,532
18	Manchester-Nashua, NH	22.5	31,088
21	Boston-Lawrence-Salem-Lowell-Brockton	22.2	29,621
22	Monmouth-Ocean, NJ	22.1	29,528
23	Brazoria, TX	21.9	33,818
24	New London-Norwich, CT	21.7	30,506
25	Dallas	20.4	28,110
% of Total U.S. Households		13.9%	$23,680

Source: Sales and Marketing Management's *1986 Survey of Buying Power.*
©Sales and Marketing Management.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tial developed exclusively by S&MM that shows marketers what percentage of total U.S. buying power a particular metro, county, or city possesses.

The BPI listed in the *Survey* is a weighted index that converts the three basic elements of data—population, income, and retail sales—into a measurement of a market's "ability to buy." It is, for this very general application, calculated by assigning relative weights to the three aforementioned factors according to their importance in determining buying power.

Since income is the most important indicator of the three, it is given a weight of 5, while retail sales is assigned a weight of 3, and population a weight of 2. The total of the weighted percentages is then divided by 10 to produce the BPI.

The BPI has an almost infinite number of applications in the sales and marketing process, and has been used for calculating territory potential, selecting test markets, setting quotas, developing relative strength indices, and even "pull factors" that show the percentage of local retail sales assignable to non-resident shoppers.

A formula for developing "custom" BPIs that use more specific demographic (population), economic (income), and distribution (retail) indicators can be found on page A-42, for marketers looking to define market potential in ways that more specifically address their particular product or service.

So there you have it: a detailed explanation of not only what these data are, but where they come from, and, also, how they can be used to aid you in developing cleaner and clearer strategies for your particular business. Even after more than 50 years of publishing these statistics, we are still hearing from *Survey* users who have discovered new and exciting ways to make use of these data for their own particular purposes. And although the categories of data reported in the *Survey of Buying Power* have remained virtually unchanged all these years, the applications of this information continue to evolve and grow, thanks to the creative spark of marketers and salespeople who see this publication as a key to helping them unlock the doors to marketing success. S&MM

[illegible]

Rank	Metro	Suburban Population	Suburban EBI ($000)
1	Los Angeles-Long Beach	4,163,300	$52,942,851
2	Detroit	3,090,900	41,742,338
3	Philadelphia	3,052,100	41,297,098
4	Chicago	3,024,000	46,999,443
5	Nassau-Suffolk, NY	2,701,000	42,362,957
6	Washington, DC	2,682,900	43,358,921
7	Boston-Lawrence-Salem-Lowell-Brockton	2,483,300	37,924,397
8	Atlanta	1,982,100	25,816,390
9	St. Louis	1,776,200	23,257,709
10	Pittsburgh	1,752,000	20,760,415
11	Anaheim-Santa Ana	1,659,000	25,959,175
12	Minneapolis-St. Paul	1,535,700	21,787,834
13	Riverside-San Bernardino, CA	1,532,500	17,569,593
14	Baltimore	1,497,700	19,674,771
15	Newark, NJ	1,457,500	24,107,894
16	Houston	1,415,100	19,461,804
17	Oakland, CA	1,389,400	21,541,964
18	Cleveland	1,327,200	18,020,215
19	Tampa-St. Petersburg-Clearwater, FL	1,242,300	14,665,465
20	New York	1,184,900	19,746,778
21	Bergen-Passaic, NJ	1,157,000	19,486,871
22	Seattle, WA	1,140,200	16,361,831
23	Denver	1,135,700	16,200,060
24	Dallas	1,123,900	15,743,556
25	Miami-Hialeah	1,121,100	13,898,722

Source: Sales and Marketing Management's *1986 Survey of Buying Power.*
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Integrated systems: S&MM's four Surveys

Users of the *Survey of Buying Power* are well aware of its applications in the areas of sales and marketing. For the salesperson, its value as a quota-setting tool or as an aid in performance appraisal and territory analysis is well-documented. In marketing, the selection of distribution channels, targeting of markets, or analysis of market potential are also some of the many tasks the *Survey* performs. In most cases, these different uses are performed by sales and marketing people already familiar with the *Survey of Buying Power*. Many of them learned how to use the *Survey* from colleagues, or from previous on-the-job experience working with statistical sources. Today, an increasing number encounter the *Survey of Buying Power* long before they ever reach the job market, since it is also widely used as a teaching aid in many college and grad school marketing classes.

For students and others just entering the highly competitive arena of marketing, a knowledge of the tools available for performing market research and analysis is of primary importance. Many times, simply knowing where to find a particular piece of data can make the difference between being there first and coming in second. Certainly, marketing-oriented publications are a useful source of information on trends and other happenings in the marketplace, but when it comes to demographic, socioeconomic, and distribution-related statistics, a marketer must know not only *where* to look, but also *what* he's looking at. The ability to interpret data is a plus, but knowing how to integrate these statistics into your everyday sales or marketing effort is a must.

Survey data profile: Everything you always wanted to know about Albuquerque

SURVEY OF BUYING POWER:
Population - 470,200 (U.S. Rank - 97th)
Median age - 30.0
Percent of population age 25-34 - [illegible]9.9%
Percent of population over age 50 - 21.0%
Total households - 178,300 (U.S. Rank - 92nd)

Effective Buying Income - $5,059,465,000 (U.S. Rank - 96th)
Median household EBI - $21,423 (U.S. Rank - 223rd)
Percent of households with EBI over $50,000 - 11.0%
Buying Power Index - .1907 (U.S. Rank - 95th)

Total retail sales - $2,351,362,000 (U.S. Rank - 90th)
General merchandise sales - $[illegible] (U.S. Rank - 85th)
Food store sales - $584,[illegible] (U.S. Rank - 92nd)
Automotive dealer sales - $[illegible] (U.S. Rank - 94th)

[illegible]

[illegible]
[illegible] population, 1990 - [illegible]
[illegible] households, 1990 - [illegible]
[illegible]
[illegible]
[illegible]
[illegible] 5-11 - 182,[illegible]

[illegible]

The system

In addition to the *Survey of Buying Power* and the October *Survey of Buying Power - Part II*, Sales and Marketing Management also publishes two other *Surveys*. The February *Survey of Selling Costs* and the *Survey of Industrial & Commercial Buying Power*, published in April, comprise the other two legs of the marketing support system made up by these four *Surveys*. Because they are, in effect, parts of the same system, it is important that users know of their interrelationship, in order that each *Survey* be utilized properly with regard for its full statistical potential.

In a sales or marketing context, people are generally looking for data that will tell them which markets offer the greatest potential, who the buyers in these markets are, the reach of the various advertising media, and the cost of making a sale in a particular market. Simply speaking, in any given market, there are essentially two types of buyers: the consumer, who purchases the finished product or service; and the industrial—or business-to-business—buyer, who purchases the supplies and materials needed to produce those products or services.

The July *Survey of Buying Power* is geared toward the first type, the consumer, since it provides data on the three basic sales-related factors, population, income, and retail sales. By presenting these data for all metros and counties (and some cities) in the U.S., different consumer types can be isolated within each market and checked against an ideal customer profile developed by the user.

The April *Survey of Industrial & Commercial Buying Power*, on the other hand, focuses on the second type, the business-to-business buyer, offering data on a market's industrial makeup and manufacturing

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[illegible]

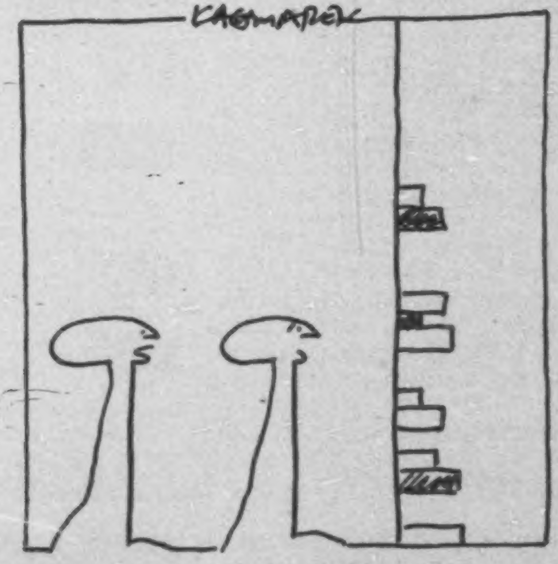
activity. There are, in fact, a number of direct links between the two *Surveys*, since most companies sell to both types of buyers, and also because the industrial and business complexion of a market has a lot to do with such things as income levels, a primary indicator of a market's overall buying power.

The *Survey of Buying Power - Part II*, with its five-year projections of population, income, and retail sales (as well as data on TV and newspaper markets), informs the user of what will happen in these markets in the near future, and gives him information on who he will reach through the various media that cover these markets.

The February *Survey of Selling Costs*, with data on meal and lodging costs, auto rental, and other sales-related expenditures, indicates the level of expenses needed to operate successfully in these markets. This enables the sales executive to make a more precise estimate of what it will cost to make a sale, once a particular market has been selected.

As an aid to marketers, all four S&MM *Surveys* are purposely designed to be used together, as evidenced by their common geographic format. The *Survey of Buying Power* and the *Survey of Buying Power - Part II*—as well as the *Survey of Industrial & Commercial Buying Power*—utilize the county as the basic building block in their presentation of data. This allows users to easily combine data from any of these three issues as they apply to their own sales territories, which are also frequently based on county geography. The *Survey of Selling Costs* then presents data on the cost of making a sale in a particular metro area, which can also be directly related to the other *Surveys*, since metro areas are, by definition, made up of groups of counties. These important pieces of the marketing puzzle—the buyer profile, the industrial activity, the market's projected growth, the reach of advertising, and the cost of making the sale—can all be found in the pages of S&MM's four *Surveys*, along with a wide array of other market-relevant data. Taken together, they provide an integrated, easy-to-use marketing information system geared to the individual needs of the marketer.

It has been said that knowledge is power. If that is true, then the information in these issues provides a powerful tool for strengthening the sales planning and developing the sound marketing tactics essential in today's highly competitive marketplace. The metros, counties, and cities profiled in the four *Surveys* provide a consistent geographic framework for the always-changing statistics that tell you who your customers are, where they are, and what goes on in the markets where they live, work, and spend. ■



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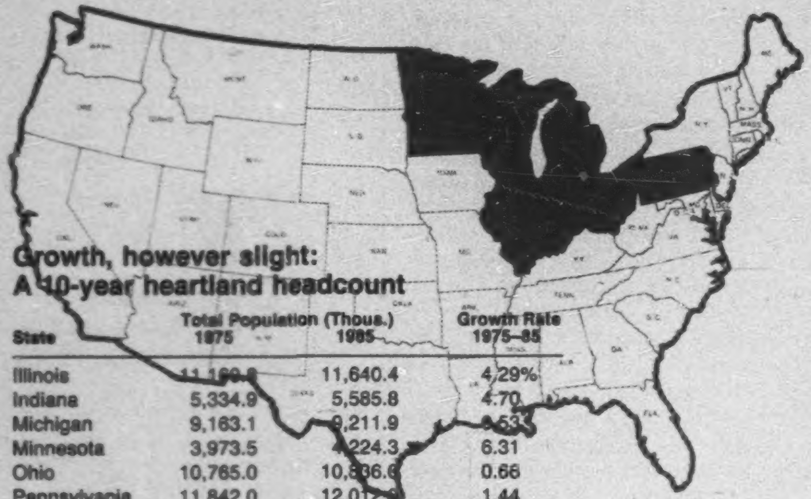
Rustbelt on the rebound



Growth, however slight: A 10-year heartland headcount

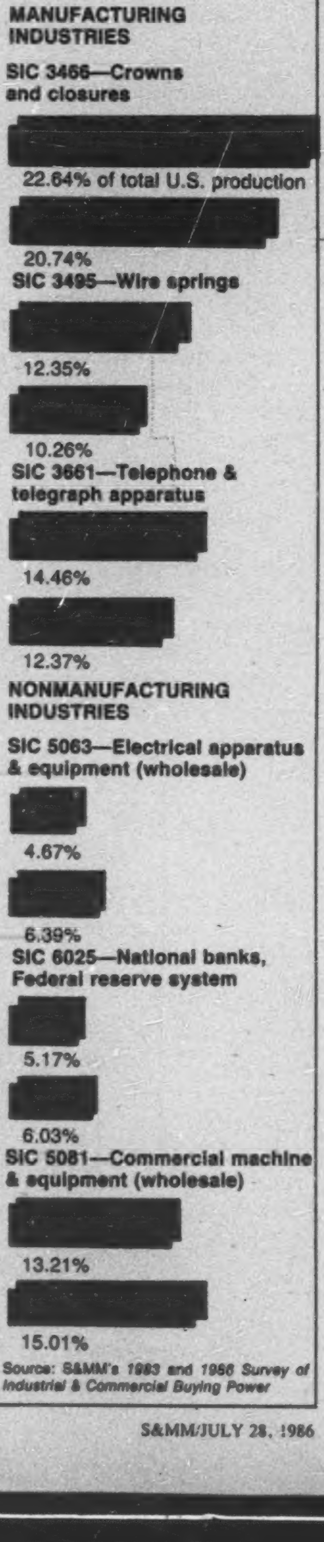
State	Total Population (Thous.) 1975	1985	Growth Rate 1975–85
Illinois	11,1[illegible]	11,640.4	4.29%
Indiana	5,334.9	5,585.8	4.70
Michigan	9,163.1	9,211.9	0.53
Minnesota	3,973.5	4,224.3	6.31
Ohio	10,765.0	10,836.6	0.66
Pennsylvania	11,842.0	12,012.[illegible]	1.44
Wisconsin	4,647.6	4,818.0	3.66
U.S. Totals	**214,547.9**	**240,833.5**	**12.25%**

Source: S&MM's 1976, and 1986 Survey of Buying Power.

Market points

- Despite the recent downturn in basic manufacturing, the Great Lakes region still accounts for 68% of motor vehicle manufacturing, 70% of raw steel production, 66% of metalworking machinery, and 56% of machine-tool establishments in the U.S.
- This region represents just one-sixth of the land area of the continental U.S., yet it contains one-third of the total U.S. population and labor force.
- Compared with 1969, the Great Lakes region employs 2.1 million fewer people in manufacturing industries (as of 1984), but still produces 42% of the total value of all durable goods manufactured in the U.S.
- In spite of losses in manufacturing employment, overall employment in the region rose between 1975 and 1982, due in large part to gains in service-related industries. In 1969, manufacturing accounted for just over one-third of all jobs in the region, while service employees totalled 15.4%. By 1984, manufacturing's share had dropped to 23.1% and services jumped to an almost equal 22.8%.
- In terms of Rustbelt spending power, the Great Lakes region accounts for 33% ($980 billion) of total U.S. personal income and 30% ($392 billion) of the nation's retail sales.
- The Great Lakes region is also a leader in the area of higher education, chalking up 35.2% of all bachelor's degrees, 36.4% of all graduate degrees, and 37.4% of all doctorates awarded in the U.S.

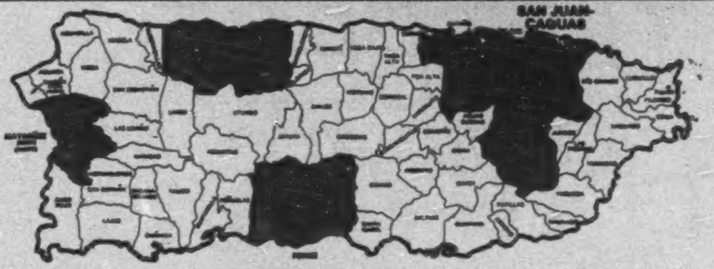
Cook County: The face of industrial change



Source: S&MM's 1983 and 1986 Survey of Industrial & Commercial Buying Power

S&MM MARKETGRAPH

Puerto Rico: Commonwealth with uncommon wealth



Puerto Rican metros: A combined market bigger than Miami

Metro	Total Population	Male	Female
Arecibo	140,608	68,505	72,103
Caguas	173,961	84,962	88,999
Mayaguez	133,497	64,907	68,590
Ponce	253,285	123,054	130,231
San Juan	1,086,376	518,134	568,242

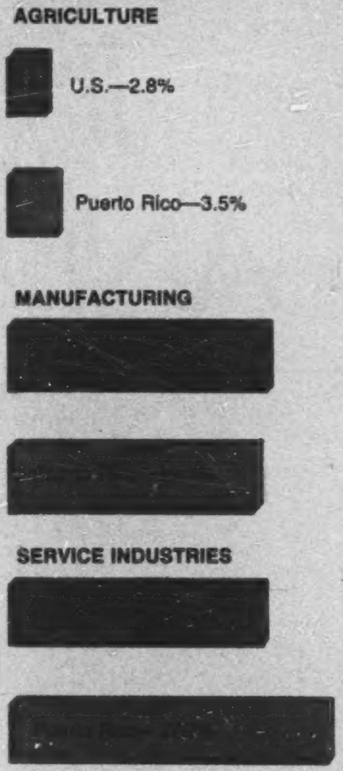
Source: U.S. Census Bureau, *1980 Census of Population, General Social and Economic Characteristics—Puerto Rico*, PC80-1-C53A.

Young, younger, youngest: Population by age group

Age	Total	% Of Total Pop.	Age	Total	% Of Total Pop.
Under 5 years	340,652	10.65%	45 to 49	143,380	4.48
5 to 9	331,310	10.36	50 to 54	129,271	4.04
10 to 14	337,312	10.55	55 to 59	120,674	3.77
15 to 19	337,207	10.55	60 to 64	105,927	3.31
20 to 24	272,357	8.52	65 to 69	93,409	2.92
25 to 29	236,426	7.39	70 to 74	66,280	2.07
30 to 34	229,419	7.17	75 to 79	45,697	1.43
35 to 39	195,088	6.10	80 to 84	24,535	0.76
40 to 44	164,916	5.16	85 and over	22,660	0.71

Source: U.S. Census Bureau, *1980 Census of Population, General Social and Economic Characteristics—Puerto Rico*, PC80-1-C53A.

A mirror of America: Employment in major industries



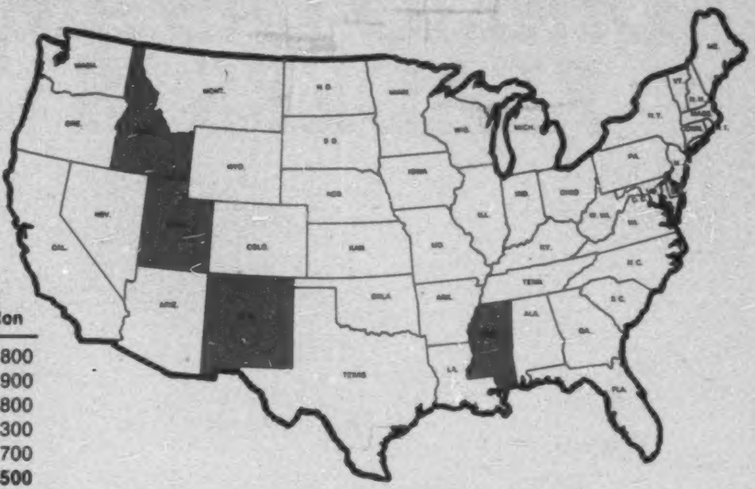
Sources: U.S. Census Bureau, *1980 Census of Population*, PC80-1-C53A, and *Statistical Abstract of the U.S., 105th Edition.*

Market points

- Puerto Rico presents marketers with opportunities rich in potential for goods and services that fit the needs of this young, fast-growing, largely white-collar population. With 42% of its inhabitants under age 20—a segment more than 1.3 million strong—and a median age of only 24.6 years, the youth market here is important.
- The labor force in Puerto Rico closely mirrors that in the U.S., with 62.1% of the population employed in either Managerial and professional, Technical, sales, and administrative, or Service professions. These same three categories account for 64.5% of U.S. jobs.
- The biggest statistical difference between the U.S. and Puerto Rico is in the area of income, where 1980 median household income figures were $21,413 and $5,348, respectively. Marketers of luxury items and premium-priced products should take this into account when approaching this market.
- Fertility rates in Puerto Rico are markedly higher than in the U.S., where 1980 rates were all the way down to 1.8. In Puerto Rico, on the other hand, fertility rates of 7.1% are almost twice that of the peak baby-boom years, although the figure has dropped a bit since 1970, when rates were around 8.5%
- The level of educational attainment here is another area that charts well below the U.S. average, at least in the area of secondary-school education. In terms of high school graduates, only 21.1% of Puerto Ricans complete four years of high school, compared with over 66% in the U.S. On the other hand, those completing four or more years of college account for 9.4% of the population, against a more conservative U.S. figure of 16.2%. In fact, Puerto Rico's 9.4% is only 1% below the same figure for the state of West Virginia, and just 1.4% below that of Arkansas.

S&MM MARKETGRAPH

The Baby Bust: After the fire



Kids and teens: Top Baby Bust states

Rank	State	% Of Pop. Age 0-17	Total Population
1	Utah	35.2%	1,698,800
2	Idaho	30.4	1,029,900
3	Alaska	30.3	537,800
4	Mississippi	30.0	2,647,300
5	New Mexico	29.9	1,475,700
	U.S. Total	**26.0%**	**240,833,500**

Source: S&MM's *1986 Survey of Buying Power.*

Metros on the cusp: Percentage leaders in 18-24 year old population

Rank	Metro	% Of Pop. Age 18-24
1	Bryan-College Station, TX	32.8%
2	Jacksonville, NC	31.3
3	Lawrence, KS	29.1
4	Bloomington, IN	28.3
5	State College, PA	28.0
6	Champaign-Urbana-Rantoul, IL	26.0
7	Lafayette-West Lafayette, IN	25.8
8	Columbia, MO	25.3
9	Iowa City, IA	24.6
10	Gainesville, FL	22.4
11	Grand Forks, ND	21.9
12	Bloomington-Normal, IL	21.4
13	Killeen-Temple, TX	21.2
14	Ann Arbor, MI	20.4
15	Fayetteville, NC	20.2
16	Provo-Orem, UT	20.1
17	Lawton, OK	19.3
18	Athens, GA	18.8
18	Fargo-Moorhead, ND	18.8
20	Charlottesville, VA	18.6
21	Lincoln, NE	18.5
22	Lubbock, TX	18.4
23	Tallahassee, FL	18.3
24	Fort Collins-Loveland, CO	17.7
24	La Crosse, WI	17.7

Source: S&MM's *1986 Survey of Buying Power.*

Market points

- In 1964, after more than a decade of at least 4 million births per year, birth rates began a rapid decline, reaching 67 births per 1,000 women aged 18-44 by 1975. Between 1946 and 1964, the Baby Boom produced more than 75 million American babies. In the next 11 years (1965-76), there were only 38 million. This generation is now referred to as the Baby Bust.

- By 1982, 37% of children under 18 were not living with both biological parents, and between 1960 and 1982, the number of children living in single-parent families increased by 150%. Family lifestyle differences such as these should be carefully considered by marketers looking at this group.

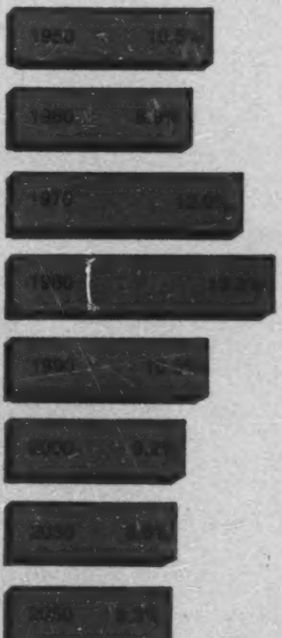
- The relative size of the American workforce will soon favor Baby Busters, with growth rates expected to slow to just 1% per year by the middle of the next decade, less than half of what they were in the 1970s. As a consequence, it is expected that wages will rise and unemployment will fall, with some industries actually experiencing job shortages.

- With the oldest Baby Busters now only 21, there are already signs that this generation will be less marriage oriented. Since 1980, when the first Baby Busters entered the 15-21 age group, marriage rates for that segment have declined significantly.

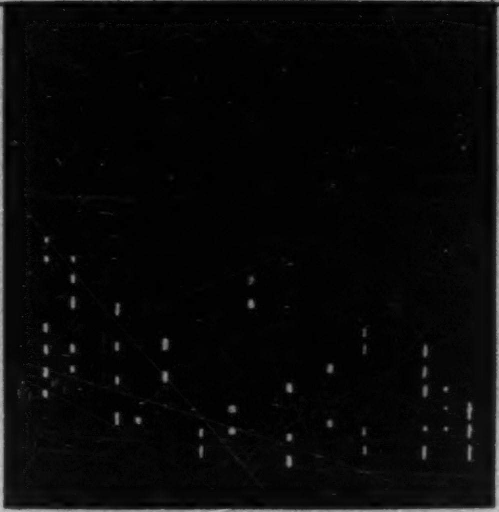
- As far as college enrollment is concerned, the smaller size of this generation contributes to projections showing a 6.3% decline in college enrollment by 1993. The National Center for Educational Statistics also shows an 18% decline in the number of college men age 18-24, and a 21% decline for women in this same age group.

College, beer, fast cars, and first jobs: The rise and fall of 18-24 year olds

Real/Projected % Of 18-to-24-year-old Population



Source: U.S. Census Bureau, *Projections of the Population of the U.S. by Age, Sex, and Race: 1983 to 2080*, P-25, No. 952.



Data in this *Survey of Buying Power* are organized into three sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

Section B

U.S., REGIONAL, AND STATE SUMMARIES; METROPOLITAN MARKET RANKINGS

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Effective Buying Income B-5
Retail sales and BPI B-7

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Suburban population B-11
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Households B-19
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1985 REGIONAL AND STATE SUMMARIES OF POPULATION

S&MM ESTIMATES				Population by Age Group						
REGION State	12/31/85 Total Population (Thousands)	% Of U.S.	Median Age of Population	0–17 Years (Thousands)	18–24 Years (Thousands)	25–34 Years (Thousands)	35–49 Years (Thousands)	50 & Over (Thousands)	12/31/85 Households (Thousands)	% Of U.S.
NEW ENGLAND	**12,706.7**	**5.2762**	**33.0**	**3,098.6**	**1,506.8**	**2,190.6**	**2,360.9**	**3,549.8**	**4,673.6**	**5.2862**
Connecticut	3,175.9	1.3137	33.7	769.5	353.2	535.7	625.3	892.2	1,154.9	1.3063
Maine	1,175.4	.4881	32.3	309.1	132.1	199.5	213.8	320.9	431.2	.4877
Massachusetts	5,847.4	2.4279	33.0	1,393.2	716.3	1,015.1	1,063.9	1,658.9	2,168.1	2.4523
New Hampshire	1,000.7	.4156	31.8	257.7	118.3	182.5	190.0	252.2	368.2	.4165
Rhode Island	969.5	.4026	33.5	228.3	119.6	160.0	169.5	291.9	353.0	.3993
Vermont	537.8	.2233	31.2	140.8	67.1	97.8	98.4	133.7	198.2	.2241
MIDDLE ATLANTIC	**37,597.1**	**15.6112**	**33.7**	**9,214.8**	**4,142.4**	**6,227.1**	**7,188.8**	**10,824.0**	**13,932.8**	**15.7593**
New Jersey	7,618.9	3.1635	33.9	1,890.7	806.7	1,256.3	1,516.9	2,148.3	2,763.5	3.1258
New York	17,966.2	7.4600	33.6	4,408.9	1,969.5	3,032.9	3,483.7	5,071.2	6,676.7	7.5520
Pennsylvania	12,012.0	4.9877	33.9	2,915.2	1,366.2	1,937.9	2,188.2	3,604.5	4,492.6	5.0815
EAST NORTH CENTRAL	**42,092.1**	**17.4778**	**31.5**	**11,279.5**	**5,038.8**	**7,246.3**	**7,791.3**	**10,736.2**	**15,374.7**	**17.3903**
Illinois	11,640.4	4.8333	31.9	3,056.4	1,376.5	2,017.6	2,182.0	3,007.9	4,258.7	4.8170
Indiana	5,585.8	2.3194	31.3	1,526.2	672.2	950.6	1,036.9	1,399.9	2,004.4	2.2671
Michigan	9,211.9	3.8251	30.9	2,534.2	1,125.7	1,611.9	1,701.1	2,239.0	3,312.5	3.7468
Ohio	10,836.0	4.4994	31.9	2,876.1	1,274.6	1,846.7	2,016.5	2,822.1	4,019.1	4.5460
Wisconsin	4,818.0	2.0006	31.5	1,286.6	589.8	819.5	854.8	1,267.3	1,780.0	2.0134
WEST NORTH CENTRAL	**17,773.0**	**7.3798**	**32.0**	**4,652.6**	**2,147.1**	**2,993.0**	**3,164.5**	**4,815.8**	**6,581.8**	**7.4446**
Iowa	2,942.8	1.2219	32.2	771.5	353.9	483.9	509.8	823.7	1,121.8	1.2689
Kansas	2,470.5	1.0258	32.1	628.7	307.5	418.5	437.0	678.8	929.4	1.0512
Minnesota	4,224.3	1.7540	31.3	1,127.6	515.8	748.8	765.5	1,066.6	1,549.6	1.7527
Missouri	5,093.8	2.1151	32.9	1,305.2	598.7	831.3	937.0	1,431.6	1,860.5	2.1044
Nebraska	1,622.4	.6737	31.7	428.7	197.0	275.3	283.0	438.4	608.8	.6886
North Dakota	699.9	.2906	30.3	191.1	94.8	120.1	114.4	179.5	247.7	.2802
South Dakota	719.3	.2987	31.1	199.8	89.4	115.1	117.8	197.2	264.0	.2986
SOUTH ATLANTIC	**40,558.6**	**16.8409**	**32.6**	**10,202.8**	**4,773.8**	**7,004.3**	**7,711.3**	**10,866.6**	**15,006.1**	**16.9735**
Delaware	621.4	.2580	31.8	160.9	78.0	106.2	119.8	156.5	221.4	.2504
District of Columbia	621.0	.2579	32.8	127.7	84.2	126.5	117.2	165.4	253.7	.2870
Florida	11,435.2	4.7482	36.7	2,532.1	1,186.3	1,749.9	2,025.6	3,941.3	4,560.2	5.1580
Georgia	5,990.5	2.4874	30.6	1,673.4	712.0	1,095.3	1,169.1	1,340.7	2,121.6	2.3998
Maryland	4,436.4	1.8421	32.0	1,128.4	519.9	816.5	911.3	1,060.3	1,592.5	1.8013
North Carolina	6,304.9	2.6179	31.5	1,638.0	794.2	1,105.1	1,213.4	1,554.2	2,299.0	2.6004
South Carolina	3,396.3	1.4102	30.1	949.3	444.0	602.5	631.1	769.4	1,200.7	1.3581
Virginia	5,785.0	2.4021	31.4	1,468.9	735.4	1,073.2	1,173.6	1,333.9	2,026.3	2.2920
West Virginia	1,967.9	.8171	32.3	524.1	219.8	329.0	350.1	544.9	730.7	.8265
EAST SOUTH CENTRAL	**15,306.5**	**6.3556**	**31.3**	**4,215.0**	**1,819.2**	**2,561.9**	**2,827.1**	**3,883.3**	**5,516.0**	**6.2392**
Alabama	4,079.8	1.6940	31.4	1,128.0	483.3	670.5	753.8	1,044.2	1,484.5	1.6791
Kentucky	3,786.2	1.5722	31.2	1,039.9	434.8	646.7	692.9	951.9	1,351.2	1.5284
Mississippi	2,647.3	1.0992	30.0	795.2	320.2	416.9	456.9	658.1	915.4	1.0354
Tennessee	4,793.2	1.9902	32.1	1,251.9	560.9	827.8	923.5	1,229.1	1,764.9	1.9963
WEST SOUTH CENTRAL	**26,698.9**	**11.0860**	**30.5**	**7,487.5**	**3,287.4**	**4,721.9**	**4,915.0**	**6,287.1**	**9,540.9**	**10.7917**
Arkansas	2,401.6	.9972	32.7	650.3	260.1	375.5	430.4	685.3	874.8	.9895
Louisiana	4,532.6	1.8820	29.5	1,336.2	579.2	786.4	805.9	1,024.9	1,586.7	1.7947
Oklahoma	3,356.0	1.3935	32.1	881.1	396.0	563.2	623.3	892.4	1,269.1	1.4355
Texas	16,408.7	6.8133	30.1	4,619.9	2,052.1	2,996.8	3,055.4	3,684.5	5,810.3	6.5720
MOUNTAIN	**13,020.3**	**5.4063**	**29.9**	**3,688.1**	**1,622.6**	**2,433.2**	**2,399.1**	**2,877.3**	**4,809.5**	**5.4401**
Arizona	3,252.2	1.3504	31.3	875.4	393.3	566.9	585.7	830.9	1,241.6	1.4044
Colorado	3,269.7	1.3576	30.3	848.4	425.2	686.7	639.1	670.3	1,273.4	1.4403
Idaho	1,029.9	.4277	29.6	312.7	119.7	181.4	184.0	232.1	351.0	.3971
Montana	836.7	.3474	31.0	228.8	99.3	151.1	153.4	204.1	321.6	.3638
Nevada	940.9	.3906	32.0	234.0	110.4	181.2	201.2	214.1	383.1	.4333
New Mexico	1,475.7	.6128	29.4	441.0	180.6	262.5	272.0	319.6	524.2	.5929
Utah	1,698.8	.7054	25.9	597.4	225.7	298.8	270.2	306.7	525.1	.5940
Wyoming	516.4	.2144	28.8	150.4	68.4	104.6	93.5	99.5	189.5	.2143
PACIFIC	**35,080.3**	**14.5662**	**31.6**	**8,836.3**	**4,285.8**	**6,731.0**	**6,755.4**	**8,471.8**	**12,974.3**	**14.6751**
Alaska	537.8	.2233	27.7	162.8	71.5	129.2	112.8	61.5	185.3	.2096
California	26,345.3	10.9393	31.7	6,576.8	3,239.7	5,018.0	5,098.7	6,412.1	9,709.5	10.9824
Hawaii	1,071.3	.4448	30.1	284.9	141.2	212.9	201.3	231.0	334.0	.3777
Oregon	2,709.2	1.1249	31.9	687.4	303.4	524.6	502.5	691.3	1,036.7	1.1726
Washington	4,416.7	1.8339	31.5	1,124.4	530.0	846.3	840.1	1,075.9	1,708.8	1.9328
TOTAL UNITED STATES	**240,833.5**	**100.0000**	**31.9**	**62,675.2**	**28,623.9**	**42,109.2**	**45,113.3**	**62,311.9**	**88,409.7**	**100.0000**

1985 REGIONAL AND STATE SUMMARIES OF EFFECTIVE BUYING INCOME

S&MM ESTIMATES

REGION State	1985 Total EBI ($000)	% Of U.S.	Per Capita EBI	Average Household EBI	Median Household EBI	Households by Effective Buying Income Group: Under $10,000 (Thousands)	$10,000–$19,999 (Thousands)	$20,000–$34,999 (Thousands)	$35,000–$49,999 (Thousands)	$50,000 & Over (Thousands)
NEW ENGLAND	**168,851,886**	**6.0299**	**13,288**	**36,129**	**27,143**	**736.2**	**966.6**	**1,270.0**	**837.1**	**863.7**
Connecticut	48,502,988	1.7321	15,272	41,998	32,156	142.6	197.3	293.2	227.3	294.5
Maine	11,777,988	.4206	10,020	27,314	20,608	87.4	121.4	129.9	58.3	34.2
Massachusetts	78,928,925	2.8187	13,498	36,405	27,458	351.8	434.1	580.2	397.1	404.9
New Hampshire	12,555,999	.4484	12,547	34,101	26,965,	52.0	79.2	107.1	67.7	62.2
Rhode Island	11,687,990	.4174	12,056	33,110	24,872	64.2	77.2	99.3	60.8	51.5
Vermont	5,397,996	.1927	10,037	27,235	20,654	38.2	57.4	60.3	25.9	16.4
MIDDLE ATLANTIC	**472,122,618**	**16.8600**	**12,557**	**33,886**	**24,919**	**2,581.0**	**3,049.2**	**3,754.0**	**2,339.1**	**2,209.5**
New Jersey	108,470,680	3.8736	14,237	39,251	29,843	403.3	512.5	698.7	526.5	622.5
New York	228,984,585	8.1773	12,745	34,296	24,556	1,303.0	1,457.6	1,725.2	1,093.7	1,097.2
Pennsylvania	134,667,353	4.8091	11,211	29,975	22,948	874.7	1,079.1	1,330.1	718.9	489.8
EAST NORTH CENTRAL	**488,601,676**	**17.4484**	**11,608**	**31,780**	**24,712**	**2,804.0**	**3,401.5**	**4,455.8**	**2,722.5**	**1,990.9**
Illinois	145,930,702	5.2113	12,537	34,266	26,269	756.4	871.1	1,163.9	786.9	680.4
Indiana	59,492,766	2.1245	10,651	29,681	23,499	365.5	480.2	612.5	334.9	211.3
Michigan	106,947,636	3.8192	11,610	32,286	25,329	602.3	704.7	941.0	609.0	455.5
Ohio	122,320,697	4.3682	11,258	30,435	23,862	764.7	915.3	1,189.9	689.1	460.1
Wisconsin	53,909,875	1.9252	11,189	30,286	23,674	315.1	430.2	548.5	302.6	183.6
WEST NORTH CENTRAL	**203,177,673**	**7.2557**	**11,432**	**30,870**	**22,844**	**1,295.2**	**1,393.4**	**1,845.7**	**1,047.5**	**800.0**
Iowa	31,984,186	1.1422	10,869	28,511	21,297	234.8	292.2	334.8	162.8	97.2
Kansas	30,666,211	1.0951	12,413	32,996	23,974	168.9	218.7	258.6	153.7	129.5
Minnesota	50,146,883	1.7908	11,871	32,361	24,812	273.9	349.8	440.4	274.0	211.5
Missouri	56,331,601	2.0117	11,059	30,278	22,415	385.4	449.9	501.1	290.3	233.8
Nebraska	18,525,879	.6616	11,419	30,430	22,143	122.8	152.3	172.0	90.8	70.9
North Dakota	8,123,490	.2901	11,607	32,796	23,978	44.6	58.6	68.6	41.5	34.4
South Dakota	7,399,423	.2642	10,287	28,028	19,261	64.8	71.9	70.2	34.4	22.7
SOUTH ATLANTIC	**450,910,683**	**16.1022**	**11,118**	**30,048**	**22,486**	**2,968.0**	**3,705.9**	**4,125.9**	**2,236.5**	**1,969.8**
Delaware	7,569,995	.2704	12,182	34,191	25,647	36.5	49.4	61.6	39.7	34.2
District of Columbia	9,564,996	.3415	15,403	37,702	23,808	50.6	57.0	62.7	36.3	47.1
Florida	132,648,049	4.7370	11,600	29,088	21,534	916.6	1,202.0	1,219.5	628.4	593.7
Georgia	62,929,789	2.2473	10,505	29,661	22,490	444.7	502.0	569.9	324.4	280.6
Maryland	57,040,373	2.0369	12,857	35,818	29,105	220.7	304.9	436.0	307.5	323.4
North Carolina	62,795,945	2.2425	9,960	27,314	20,362	502.8	626.0	667.1	309.2	193.9
South Carolina	31,105,769	1.1108	9,159	25,906	19,640	283.7	327.6	345.0	154.9	89.5
Virginia	69,757,778	2.4911	12,058	34,426	26,494	315.6	436.1	559.7	350.0	364.9
West Virginia	17,497,989	.6248	8,892	23,947	18,167	196.8	200.9	204.4	86.1	42.5
EAST SOUTH CENTRAL	**140,865,447**	**5.0304**	**9,203**	**25,538**	**18,703**	**1,478.8**	**1,446.0**	**1,441.9**	**694.5**	**454.8**
Alabama	37,065,047	1.3236	9,085	24,968	18,428	410.9	385.2	385.6	186.1	116.7
Kentucky	35,787,379	1.2780	9,452	26,486	19,128	351.0	351.6	357.3	180.0	111.3
Mississippi	21,154,791	.7554	7,991	23,110	16,448	284.6	251.1	222.3	95.7	61.7
Tennessee	46,858,230	1.6734	9,776	26,550	19,810	432.3	458.1	476.7	232.7	165.1
WEST SOUTH CENTRAL	**288,907,898**	**10.3173**	**10,821**	**30,281**	**22,228**	**2,066.3**	**2,253.2**	**2,507.2**	**1,461.7**	**1,252.5**
Arkansas	21,696,330	.7748	9,034	24,801	17,625	242.0	247.0	223.7	97.5	64.6
Louisiana	44,070,867	1.5739	9,723	27,775	20,668	406.2	365.8	405.2	233.6	175.9
Oklahoma	35,448,179	1.2659	10,563	27,932	20,592	294.2	323.3	343.3	178.7	129.6
Texas	187,692,522	6.7027	11,439	32,303	24,059	1,123.9	1,317.1	1,535.0	951.9	882.4
MOUNTAIN	**139,224,492**	**4.9717**	**10,693**	**28,948**	**22,687**	**898.4**	**1,217.9**	**1,391.4**	**748.7**	**553.1**
Arizona	34,845,716	1.2443	10,715	28,065	21,714	244.6	327.6	352.5	183.4	133.5
Colorado	40,440,377	1.4441	12,368	31,758	25,419	204.0	291.0	366.7	222.7	189.0
Idaho	9,685,400	.3459	9,404	27,594	21,009	70.2	96.4	104.1	49.5	30.8
Montana	8,083,226	.2886	9,661	25,134	19,417	74.9	90.7	93.8	40.2	22.0
Nevada	11,409,899	.4075	12,127	29,783	24,180	61.3	95.9	111.8	63.3	50.8
New Mexico	13,840,192	.4942	9,379	26,403	19,622	125.7	141.2	139.2	68.4	49.7
Utah	14,921,988	.5329	8,784	28,417	23,239	87.6	134.4	166.9	84.3	51.9
Wyoming	5,997,694	.2142	11,614	31,650	26,301	30.1	40.7	56.4	36.9	25.4
PACIFIC	**447,596,510**	**15.9843**	**12,759**	**34,499**	**25,833**	**2,183.6**	**2,870.3**	**3,431.0**	**2,207.8**	**2,281.6**
Alaska	7,841,910	.2801	14,581	42,320	32,534	25.2	32.5	41.0	33.9	52.7
California	346,280,970	12.3661	13,144	35,664	26,557	1,583.7	2,103.4	2,515.1	1,673.3	1,834.0
Hawaii	12,675,993	.4527	11,832	37,952	28,140	44.5	73.1	87.0	61.2	68.2
Oregon	28,325,778	1.0115	10,455	27,323	21,385	211.6	272.8	306.6	151.7	94.0
Washington	52,471,859	1.8739	11,880	30,707	24,332	318.6	388.5	481.3	287.7	232.7
TOTAL UNITED STATES	**2,800,258,883**	**100.0000**	**11,427**	**31,674**	**23,680**	**17,011.5**	**20,504.0**	**24,222.9**	**14,295.4**	**12,375.9**

1985 REGIONAL AND STATE SUMMARIES OF RETAIL SALES

S&MM ESTIMATES				Retail Sales by Store Group						Sales/Advertising Indexes		
REGION State	1985 Total Retail Sales ($000)	% Of U.S.	Per Household Retail Sales	Food ($000)	Eating & Drinking Places ($000)	General Merchandise ($000)	Furniture/ Home Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
NEW ENGLAND	88,112,653	6.3154	18,853	18,982,326	9,288,994	9,427,447	3,577,150	17,578,925	2,731,385	120	5.9646	113
Connecticut	21,908,988	1.5702	18,970	4,515,507	2,177,374	2,383,615	1,020,327	4,496,465	617,106	119	1.6008	121
Maine	7,168,994	.5139	16,626	1,684,314	619,906	653,462	204,287	1,493,981	215,927	105	.4621	95
Massachusetts	42,138,986	3.0202	19,436	8,194,074	4,915,469	4,648,554	1,703,351	8,168,957	1,390,491	124	2.8008	115
New Hampshire	7,634,998	.5473	20,736	1,694,086	646,034	833,510	313,341	1,612,602	184,259	132	.4714	113
Rhode Island	5,641,692	.4044	15,982	1,190,563	595,673	646,531	215,527	1,019,468	230,714	100	.4106	102
Vermont	3,618,995	.2594	18,259	803,782	334,538	261,775	120,317	787,462	92,888	116	.2189	98
MIDDLE ATLANTIC ...	208,627,302	14.9526	14,974	44,506,319	20,474,879	23,289,992	11,524,902	39,523,294	7,036,593	96	16.0380	103
New Jersey	48,525,870	3.4779	17,560	10,235,427	4,389,237	4,911,850	2,755,263	10,032,203	1,405,471	110	3.6129	114
New York	95,806,920	6.8666	14,349	20,695,263	10,302,442	10,430,430	5,792,094	15,927,002	3,470,997	92	7.6406	102
Pennsylvania	64,294,512	4.6081	14,311	13,575,629	5,783,200	7,947,712	2,977,545	13,564,089	2,160,125	92	4.7845	96
EAST NORTH CENTRAL	232,746,203	16.6814	15,138	45,291,101	21,493,906	29,340,423	10,826,011	50,867,295	9,468,372	95	17.2244	99
Illinois	63,157,798	4.5267	14,830	11,719,732	5,716,552	7,442,997	3,117,431	13,670,455	2,829,069	94	4.9304	102
Indiana	31,848,798	2.2827	15,889	6,203,472	2,915,288	3,698,537	1,362,498	7,274,944	1,401,158	98	2.2109	95
Michigan	51,965,249	3.7244	15,688	9,741,736	4,646,501	6,747,990	2,485,956	11,975,374	2,149,418	97	3.7921	99
Ohio	60,783,840	4.3565	15,124	12,759,443	5,731,934	8,239,800	2,683,232	12,746,743	2,372,799	97	4.3909	98
Wisconsin	24,990,518	1.7911	14,040	4,866,718	2,483,631	3,211,099	1,176,894	5,199,779	715,928	90	1.9001	95
WEST NORTH CENTRAL	104,482,212	7.4885	15,874	21,211,223	8,423,860	12,667,165	4,382,800	25,524,342	2,882,302	101	7.3502	100
Iowa	15,266,693	1.0942	13,609	3,510,829	1,196,718	1,732,880	600,278	3,549,302	448,474	90	1.1437	94
Kansas	14,090,702	1.0099	15,161	2,983,952	1,085,019	1,662,437	643,995	3,653,962	368,543	98	1.0557	103
Minnesota	27,241,195	1.9524	17,580	5,131,255	2,191,748	3,313,166	1,091,806	6,387,695	738,271	111	1.8319	104
Missouri	30,762,784	2.2049	16,535	6,411,088	2,510,812	4,065,880	1,231,441	7,505,996	835,391	104	2.0902	99
Nebraska	8,997,294	.6449	14,779	1,746,347	820,818	1,078,771	490,392	2,128,433	251,375	96	.6590	98
North Dakota	4,250,199	.3046	17,159	678,823	305,831	445,797	175,292	1,340,248	106,109	105	.2946	101
South Dakota	3,873,343	.2776	14,672	748,929	312,914	368,234	149,596	958,706	134,139	93	.2751	92
SOUTH ATLANTIC	238,701,434	17.1082	15,907	48,393,616	21,700,769	27,325,669	12,580,542	59,040,051	8,368,048	102	16.5520	98
Delaware	4,216,000	.3022	19,042	803,709	348,431	582,470	205,864	948,475	134,293	117	.2774	108
District of Columbia .	3,298,998	.2365	13,004	583,418	711,749	320,012	191,028	189,795	155,449	92	.2933	114
Florida	73,755,983	5.2862	16,174	14,210,683	7,012,351	8,272,453	4,098,771	19,867,182	2,604,126	111	4.9040	103
Georgia	34,100,266	2.4440	16,073	6,724,402	3,163,127	3,996,984	1,649,680	8,316,777	1,108,441	98	2.3544	95
Maryland	28,863,392	2.0687	18,125	5,647,484	2,590,343	3,433,132	1,517,404	6,845,533	1,014,120	112	2.0076	109
North Carolina	34,422,973	2.4672	14,973	7,481,902	2,871,549	3,569,375	1,836,989	8,526,132	1,189,059	94	2.3850	91
South Carolina	17,003,771	1.2187	14,162	3,819,526	1,507,114	1,755,525	876,358	3,957,273	559,606	86	1.2031	85
Virginia	33,722,860	2.4170	16,643	6,969,172	2,849,813	4,057,583	1,837,304	8,134,481	1,166,096	101	2.4511	102
West Virginia	9,316,191	.6677	12,750	2,153,320	646,292	1,338,135	367,144	2,254,403	336,858	82	.6761	83
EAST SOUTH CENTRAL	74,387,796	5.3314	13,486	16,471,507	6,004,558	9,696,196	3,408,194	17,155,748	2,865,370	84	5.3857	85
Alabama	18,060,674	1.2944	12,166	4,096,917	1,381,116	2,160,274	845,372	4,353,125	720,563	76	1.3889	82
Kentucky	18,060,294	1.2944	13,366	4,042,271	1,576,486	2,304,690	769,447	3,806,792	741,016	82	1.3417	85
Mississippi	11,616,489	.8326	12,690	2,719,824	799,540	1,595,752	502,754	2,747,247	470,565	76	.8474	77
Tennessee	26,650,339	1.9100	15,100	5,612,495	2,247,416	3,635,460	1,290,621	6,248,584	933,226	96	1.8077	91
WEST SOUTH CENTRAL	153,938,886	11.0332	16,135	33,594,297	15,083,561	18,376,402	7,575,855	32,175,166	4,130,984	100	10.6859	96
Arkansas	11,074,799	.7938	12,660	2,411,336	877,508	1,481,468	453,309	2,369,600	324,575	80	.8251	83
Louisiana	23,774,409	1.7039	14,984	5,596,185	2,366,970	2,924,223	1,245,447	4,255,790	897,378	91	1.6745	89
Oklahoma	19,433,585	1.3929	15,313	4,216,460	1,913,125	2,296,917	987,321	4,411,024	427,512	100	1.3295	95
Texas	99,656,093	7.1426	17,152	21,370,316	9,925,958	11,673,794	4,889,778	21,138,752	2,481,519	105	6.8568	101
MOUNTAIN	76,020,863	5.4486	15,806	17,012,601	7,415,426	8,343,837	4,125,817	14,935,693	2,509,051	101	5.2017	96
Arizona	18,401,358	1.3189	14,821	4,259,155	1,528,599	2,155,952	1,028,722	3,574,559	768,087	98	1.2878	95
Colorado	21,383,278	1.5326	16,792	4,539,487	2,291,704	2,408,489	1,262,071	4,116,687	501,211	113	1.4535	107
Idaho	4,854,195	.3479	13,830	1,201,689	431,371	402,970	241,392	1,041,106	219,530	81	.3628	85
Montana	4,706,965	.3373	14,636	1,124,977	464,848	395,529	254,134	925,207	183,777	97	.3150	91
Nevada	7,198,994	.5159	18,791	1,510,607	683,670	905,594	343,403	1,352,724	256,651	132	.4367	112
New Mexico	8,121,092	.5821	15,492	1,819,425	775,950	839,916	385,879	1,741,214	228,955	95	.5443	89
Utah	7,740,514	.5548	14,741	1,776,413	597,299	959,692	457,375	1,515,378	212,455	79	.5739	81
Wyoming	3,614,467	.2591	19,074	780,848	341,985	275,695	152,841	668,818	138,385	121	.2277	106
PACIFIC	218,225,884	15.6407	16,220	44,292,141	24,326,586	25,371,051	11,349,378	47,206,128	7,842,599	107	15.5975	107
Alaska	4,355,797	.3122	23,507	883,158	547,066	483,187	187,248	736,742	152,057	140	.2784	125
California	167,364,245	11.9953	17,237	33,749,563	18,322,054	19,014,618	9,207,494	37,025,475	6,041,404	110	11.9694	109
Hawaii	6,682,997	.4790	20,009	1,281,569	1,171,624	843,343	217,554	896,428	388,642	108	.4590	103
Oregon	15,159,386	1.0865	14,623	2,917,594	1,562,421	2,275,343	537,156	3,453,417	383,999	97	1.0567	94
Washington	24,663,459	1.7677	14,433	5,460,257	2,723,391	2,754,538	1,099,926	5,094,066	876,497	96	1.8340	100
TOTAL UNITED STATES	1,395,243,223	100.0000	15,782	289,755,131	134,212,509	163,838,162	69,350,649	304,006,652	47,734,704	100	100.0000	100

POPULATION

Area	(Thous.)	Rank
New York	8,431.8	1
Los Angeles - Long Beach	8,091.4	2
Chicago	6,127.1	3
Philadelphia	4,807.8	4
Detroit	4,361.0	5
Boston - Lawrence - Salem - Lowell - Brockton	3,703.1	6
Washington	3,492.5	7
Houston	3,211.0	8
Nassau - Suffolk	2,701.0	9
Atlanta	2,460.7	10
St. Louis	2,416.7	11
Dallas	2,296.0	12
Baltimore	2,291.9	13
Minneapolis - St. Paul	2,254.5	14
Pittsburgh	2,180.6	15
San Diego	2,140.9	16
Anaheim - Santa Ana	2,124.0	17
Oakland	1,903.2	18
Riverside - San Bernardino	1,896.4	19
Newark	1,880.9	20
Cleveland	1,873.4	21
Tampa - St. Petersburg - Clearwater	1,870.0	22
Phoenix	1,841.1	23
Miami - Hialeah	1,771.6	24
Seattle	1,719.7	25
Denver	1,635.1	26
San Francisco	1,556.0	27
Kansas City	1,497.5	28
Cincinnati	1,405.7	29
Milwaukee	1,401.0	30
San Jose	1,393.3	31
New Orleans	1,348.7	32
Bergen - Passaic	1,293.4	33
Columbus, Ohio	1,288.9	34
Norfolk - Virginia Beach - Newport News	1,288.4	35
Sacramento	1,266.4	36
San Antonio	1,209.2	37
Indianapolis	1,208.6	38
Fort Worth - Arlington	1,175.5	39
Fort Lauderdale - Hollywood - Pompano Beach	1,159.1	40
Portland, Ore.	1,149.3	41
Hartford - New Britain - Middletown - Bristol	1,075.4	42
Charlotte - Gastonia - Rock Hill	1,049.0	43
Salt Lake City - Ogden	1,044.2	44
Rochester, N.Y.	1,001.1	45
Oklahoma City	984.4	46
Buffalo	982.7	47
Louisville	971.0	48
Monmouth - Ocean	946.2	49
Middlesex - Somerset - Hunterdon	934.3	50
Total Top 50	**108,112.7**	
Memphis	932.8	51
Dayton - Springfield	927.5	52
Birmingham	922.1	53
Nashville	910.7	54
Greensboro - Winston-Salem - High Point	902.1	55
Providence - Pawtucket - Woonsocket	885.2	56
Orlando	864.1	57
Albany - Schenectady - Troy	861.3	58
Honolulu	828.2	59
Bridgeport - Stamford - Norwalk - Danbury	820.2	60
Jacksonville, Fla.	817.6	61
Richmond - Petersburg	813.0	62
New Haven - Waterbury - Meriden	773.5	63
Tulsa	745.3	64
Scranton - Wilkes-Barre	735.6	65
West Palm Beach - Boca Raton - Delray Beach	730.5	66
Austin	690.1	67
Syracuse	663.5	68
Worcester - Fitchburg - Leominster	662.9	69
Allentown - Bethlehem	656.8	70
Akron	648.4	71
Gary - Hammond	643.1	72
Tucson	634.6	73
Grand Rapids	633.1	74
Raleigh - Durham	632.9	75
Toledo	617.9	76
Omaha	612.4	77
Greenville - Spartanburg	609.1	78
Oxnard - Ventura	609.0	79
Knoxville	599.0	80
Springfield, Mass.	586.1	81
Fresno	578.8	82
Harrisburg - Lebanon - Carlisle	578.8	82
Las Vegas	554.2	84
Baton Rouge	554.1	85
Jersey City	552.9	86
El Paso	545.5	87
Wilmington, Del.	542.1	88
Tacoma	521.9	89
Youngstown - Warren	516.2	90
Little Rock - North Little Rock	505.0	91
New Bedford - Fall River - Attleboro	492.9	92
Charleston, S.C.	490.2	93
Bakersfield	475.8	94
Mobile	473.8	95
Lake County, Ill.	472.6	96
Albuquerque	470.2	97
Johnson City - Kingsport - Bristol	449.0	98
Columbia, S.C.	443.2	99
Flint	440.0	100
Total Top 100	**140,738.5**	
Chattanooga	433.7	101
Wichita	431.6	102
Lansing - East Lansing	427.8	103
Saginaw - Bay City - Midland	416.9	104
Canton	409.5	105
Stockton	406.9	106
York	401.1	107
Beaumont - Port Arthur	394.7	108
Jackson, Miss.	394.3	109
Davenport - Rock Island - Moline	389.5	110
Lancaster	386.6	111
Des Moines	384.3	112
Joliet	383.6	113
Vallejo - Fairfield - Napa	381.4	114
Augusta	378.7	115
Peoria	370.8	116
Lakeland - Winter Haven	363.6	117
Corpus Christi	363.4	118
Shreveport	363.4	118
Spokane	357.9	120
Fort Wayne	357.3	121
Colorado Springs	352.9	122
Aurora - Elgin	349.2	123
McAllen - Edinburg - Mission	345.9	124
Melbourne - Titusville - Palm Bay	344.9	125
Santa Rosa - Petaluma	340.4	126
Huntington - Ashland	339.8	127
Madison	336.7	128
Salinas - Seaside - Monterey	332.8	129
Lexington-Fayette	330.7	130
Santa Barbara - Santa Maria - Lompoc	330.6	131
Pensacola	329.4	132
Reading	323.4	133
Utica - Rome	323.1	134
Daytona Beach	313.9	135
Trenton	312.9	136
Portsmouth - Dover - Rochester	310.5	137
Modesto	306.1	138
Atlantic City	305.1	139
Manchester - Nashua	301.9	140
Appleton - Oshkosh - Neenah	300.8	141
Montgomery	293.9	142
Evansville	285.4	143
Erie	285.3	144
Visalia - Tulare - Porterville	283.3	145
Rockford	282.0	146
Macon - Warner Robins	279.5	147
Orange County, N.Y.	279.2	148
Lorain - Elyria	273.8	149
Hamilton - Middletown	273.6	150
Total Top 150	**158,002.5**	
Ann Arbor	271.7	151
Binghamton	269.5	152
Charleston, W.Va.	268.7	153
Eugene - Springfield	267.9	154
Fort Myers - Cape Coral	267.5	155
Fayetteville, N.C.	263.7	156
Johnstown	262.6	157
Poughkeepsie	258.8	158
Duluth	258.3	159
Salem, Ore.	257.0	160
Provo - Orem	255.9	161
Sarasota	247.6	162
New London - Norwich	246.4	163
Columbus, Ga.	242.8	164
Brownsville - Harlingen	242.5	165
South Bend - Mishawaka	238.7	166
Anchorage	237.1	167
Savannah	234.1	168
Killeen - Temple	234.0	169
Portland, Me.	226.8	170
Roanoke	226.6	171
Springfield, Mo.	224.1	172
Lubbock	221.6	173
Boulder - Longmont	219.0	174
Niagara Falls	218.6	175
Galveston - Texas City	218.1	176
Santa Cruz	217.5	177
Reno	217.4	178
Hickory	217.2	179
Kalamazoo	216.9	180
Lafayette, La.	216.6	181
Huntsville	213.1	182
Tallahassee	212.0	183
Vancouver	211.7	184
Lincoln	206.4	185
Brazoria	204.6	186
Fort Pierce	200.9	187
Beaver County, Pa.	199.9	188
Boisé	198.8	189
Biloxi - Gulfport	198.7	190
Amarillo	196.6	191
Springfield, Ill.	195.4	192
Gainesville	194.9	193
Houma - Thibodaux	192.1	194
Waco	187.7	195
Green Bay	183.2	196
Wheeling	181.9	197
Yakima	181.7	198
Fort Smith	178.5	199
Fort Collins - Loveland	178.4	200
Total Top 200	**169,184.2**	
Bradenton	177.6	201
St. Cloud	177.2	202
Lake Charles	176.8	203
Racine	174.2	204
Cedar Rapids	172.1	205
Longview - Marshall	171.5	206
Bremerton	170.4	207
Champaign - Urbana - Rantoul	168.8	208
Asheville	168.0	209
Ocala	167.3	210
Chico	166.7	211
Benton Harbor	166.0	212
Merced	163.2	213
Topeka	160.3	214
Parkersburg - Marietta	159.0	215
Waterloo - Cedar Falls	157.8	216
Lima	157.4	217
Steubenville - Weirton	156.5	218
Muskegon	155.8	219
Clarksville - Hopkinsville	154.4	220
Tyler	151.9	221
Fargo - Moorhead	148.2	222
Jackson, Mich.	148.0	223
Elkhart - Goshen	145.9	224
Monroe	145.5	225
Anderson, S.C.	145.3	226
Lynchburg	145.3	226
Tuscaloosa	144.2	228
Richland - Kennewick - Pasco	143.9	229
Alexandria, La.	143.5	230
Olympia	143.1	231
Pittsfield	143.1	231
Florence, Ala.	141.0	233
Odessa	140.1	234
Athens	139.8	235
Janesville - Beloit	139.5	236
Medford	139.3	237
Bangor	138.9	238
Greeley	138.8	239
Vineland - Millville - Bridgeton	138.4	240
Battle Creek	138.1	241
Eau Claire	137.8	242
Altoona	136.0	243
Joplin	134.3	244
Terre Haute	134.2	245
Fort Walton Beach	133.5	246
Anderson, Ind.	132.4	247
Decatur	131.7	248
Redding	131.7	248
Mansfield	130.9	250
Total Top 250	**176,709.5**	
Sharon	128.6	251
Dothan	128.5	252
Burlington, Vt.	127.8	253
Anniston	125.7	254
Pascagoula	125.4	255
Pueblo	125.4	255
Bloomington - Normal	125.1	257
Wichita Falls	124.8	258
Muncie	124.7	259
Lafayette - West Lafayette	122.8	260
Billings	122.5	261
Kenosha	122.5	261
Sioux Falls	122.2	263
Charlottesville	121.6	264
Jacksonville, N.C.	121.4	265
Abilene	121.1	266
Texarkana	120.7	267
Williamsport	119.3	268
Laredo	118.5	269
Sioux City	118.4	270
Florence, S.C.	118.3	271
Albany, Ga.	118.2	272
Naples	117.9	273
Lawton	117.1	274
Las Cruces	115.9	275
State College	115.8	276
Bellingham	114.9	277
Wausau	114.9	277
Glens Falls	114.7	279
Panama City	114.7	279
Hagerstown	114.1	281
Wilmington, N.C.	113.3	282
Danville, Va.	112.8	283
Bryan - College Station	112.7	284
Midland, Tex.	112.3	285
Yuba City	111.1	286
Columbia, Mo.	108.8	287
Fayetteville - Springdale	107.6	288
Cumberland	105.8	289
Gadsden	105.2	290
Kankakee	104.1	291
Kokomo	103.8	292
Santa Fe	103.8	292
Sheboygan	101.6	294
Bloomington, Ind.	101.4	295
Lewiston - Auburn	100.9	296
Burlington, N.C.	100.5	297
Rochester, Minn.	96.6	298
Sherman - Denison	96.5	299
San Angelo	96.4	300
Elmira	95.7	301
La Crosse	93.6	302
Dubuque	92.1	303
Bismarck	91.7	304
Pine Bluff	90.0	305
Owensboro	88.2	306
St. Joseph	86.7	307
Iowa City	86.0	308
Great Falls	80.7	309
Victoria	77.7	310
Jackson, Tenn.	77.1	311
Casper	76.4	312
Rapid City	76.3	313
Cheyenne	73.6	314
Lawrence, Kans.	71.7	315
Grand Forks	70.5	316
Enid	65.8	317
Total Above Areas	**183,842.0**	
Percent of U.S.	**76.3357**	
U.S. Total	**240,833.5**	

SUBURBAN POPULATION

Area	(Thous.)	Rank
Los Angeles - Long Beach	4,163.3	1
Detroit	3,090.9	2
Philadelphia	3,052.1	3
Chicago	3,024.0	4
Nassau - Suffolk	2,701.0	5
Washington	2,682.9	6
Boston - Lawrence - Salem - Lowell - Brockton	2,483.3	7
Atlanta	1,982.1	8
St. Louis	1,776.2	9
Pittsburgh	1,752.0	10
Anaheim - Santa Ana	1,659.0	11
Minneapolis - St. Paul	1,535.7	12
Riverside - San Bernardino	1,532.5	13
Baltimore	1,497.7	14
Newark	1,457.5	15
Houston	1,415.1	16
Oakland	1,389.4	17
Cleveland	1,327.2	18
Tampa - St. Petersburg - Clearwater	1,242.3	19
New York	1,184.9	20
Bergen - Passaic	1,157.0	21
Seattle	1,140.2	22
Denver	1,135.7	23
Dallas	1,123.9	24
Miami - Hialeah	1,121.1	25
San Diego	1,062.4	26
Cincinnati	1,038.2	27
Monmouth - Ocean	946.2	28
Middlesex - Somerset - Hunterdon	853.6	29
San Francisco	842.4	30
Sacramento	841.9	31
Fort Lauderdale - Hollywood - Pompano Beach	809.7	32
Kansas City	807.2	33
Salt Lake City - Ogden	806.4	34
Hartford - New Britain - Middletown - Bristol	769.4	35
Portland, Ore.	758.7	36
Rochester, N.Y.	758.1	37
New Orleans	748.7	38
Milwaukee	734.6	39
Orlando	719.6	40
Dayton - Springfield	677.8	41
Buffalo	646.2	42
Louisville	645.9	43
Columbus, Ohio	642.1	44
Albany - Schenectady - Troy	636.9	45
San Jose	629.8	46
Providence - Pawtucket - Woonsocket	613.2	47
Birmingham	607.1	48
Charlotte - Gastonia - Rock Hill	585.2	49
Scranton - Wilkes-Barre	576.0	50
Total Top 50	65,384.3	
West Palm Beach - Boca Raton - Delray Beach	558.5	51
Richmond - Petersburg	555.4	52
Fort Worth - Arlington	524.9	53
Greensboro - Winston-Salem - High Point	512.5	54
Greenville - Spartanburg	505.8	55
Syracuse	498.1	56
Indianapolis	494.9	57
Phoenix	484.7	58
Harrisburg - Lebanon - Carlisle	480.4	59
Wilmington, Del.	472.6	60
Allentown - Bethlehem	455.2	61
New Haven - Waterbury - Meriden	435.8	62
Honolulu	433.5	63
Bridgeport - Stamford - Norwalk - Danbury	433.1	64
Oklahoma City	431.1	65
Worcester - Fitchburg - Leominster	426.0	66
Charleston, S.C.	423.2	67
Grand Rapids	418.3	68
Nashville	411.9	69
Oxnard - Ventura	396.1	70
Knoxville	395.5	71
Gary - Hammond	371.0	72
Tulsa	367.4	73
Akron	367.3	74
Las Vegas	366.0	75
Tacoma	361.6	76
Lake County, Ill.	360.2	77
York	356.4	78
Youngstown - Warren	355.6	79
Columbia, S.C.	344.5	80
San Antonio	337.1	81
Bakersfield	333.0	82
Augusta	332.3	83
Lancaster	329.7	84
Johnson City - Kingsport - Bristol	329.6	85
Springfield, Mass.	326.9	86
Raleigh - Durham	314.1	87
Baton Rouge	305.6	88
Joliet	304.4	89
Fresno	298.6	90
Jersey City	292.1	91
Flint	289.6	92
Canton	288.6	93
Orange County, N.Y.	279.2	94
Lakeland - Winter Haven	277.5	95
Atlantic City	267.4	96
Chattanooga	266.2	97
Mobile	266.2	97
New Bedford - Fall River - Attleboro	265.8	99
Pensacola	265.7	100
Total Top 100	84,351.4	
Austin	265.0	101
Saginaw - Bay City - Midland	263.8	102
Daytona Beach	255.2	103
Memphis	253.4	104
Huntington - Ashland	252.8	105
Tucson	252.7	106
Lansing - East Lansing	250.9	107
Toledo	249.5	108
Norfolk - Virginia Beach - Newport News	245.6	109
Reading	244.9	110
Little Rock - North Little Rock	237.1	111
Portsmouth - Dover - Rochester	235.0	112
Jacksonville, Fla.	230.7	113
Johnstown	229.2	114
Poughkeepsie	228.0	115
Trenton	221.4	116
Peoria	215.2	117
Binghamton	214.6	118
Melbourne - Titusville - Palm Bay	212.5	119
Omaha	212.3	120
Charleston, W.Va.	210.1	121
Beaumont - Port Arthur	207.5	122
Santa Rosa - Petaluma	207.0	123
McAllen - Edinburg - Mission	206.8	124
Utica - Rome	206.7	125
Brazoria	204.6	126
Beaver County, Pa.	199.9	127
Sarasota	193.7	128
Fayetteville, N.C.	193.6	129
Davenport - Rock Island - Moline	193.3	130
Hickory	192.4	131
Des Moines	191.7	132
Aurora - Elgin	188.6	133
Fort Wayne	188.4	134
Stockton	184.9	135
Spokane	182.3	136
Fort Myers - Cape Coral	180.8	137
New London - Norwich	179.3	138
Jackson, Miss.	178.9	139
Visalia - Tulare - Porterville	173.0	140
Salinas - Seaside - Monterey	172.9	141
Santa Cruz	172.1	142
Santa Barbara - Santa Maria - Lompoc	171.2	143
Vallejo - Fairfield - Napa	168.9	144
Vancouver	167.8	145
Erie	166.8	146
Salem, Ore.	165.5	147
Appleton - Oshkosh - Neenah	165.2	148
Ann Arbor	165.1	149
Hamilton - Middletown	165.0	150
Total Top 150	94,665.2	
Portland, Me.	164.2	151
Madison	163.8	152
Fort Pierce	163.5	153
Evansville	155.8	154
Niagara Falls	152.7	155
Benton Harbor	151.5	156
Wichita	147.2	157
Rockford	144.5	158
Modesto	144.3	159
Duluth	142.8	160
Lorain - Elyria	142.8	160
Wheeling	141.1	162
Houma - Thibodaux	140.5	163
Bradenton	140.2	164
Kalamazoo	139.5	165
Chico	135.9	166
St. Cloud	134.6	167
Bremerton	134.2	168
Yakima	132.5	169
Manchester - Nashua	131.0	170
Killeen - Temple	130.9	171
Roanoke	128.0	172
Lafayette, La.	125.1	173
Eugene - Springfield	122.6	174
Ocala	121.7	175
Lexington-Fayette	120.8	176
Anderson, S.C.	117.0	177
Muskegon	116.3	178
Provo - Orem	115.6	179
Merced	115.2	180
Macon - Warner Robins	114.7	181
Olympia	113.1	182
Sharon	111.6	183
Fort Walton Beach	110.7	184
Galveston - Texas City	110.7	184
Gainesville	109.9	186
Lima	109.8	187
Jackson, Mich.	109.6	188
Reno	109.4	189
Asheville	108.8	190
Steubenville - Weirton	108.6	191
Albuquerque	108.1	192
Bangor	108.1	192
Biloxi - Gulfport	107.2	194
Montgomery	104.6	195
Florence, Ala.	103.7	196
Fort Smith	103.5	197
Parkersburg - Marietta	102.9	198
Colorado Springs	101.9	199
Lake Charles	100.4	200
Total Top 200	100,938.3	
Glens Falls	98.3	201
Corpus Christi	98.0	202
Naples	97.6	203
Athens	97.3	204
Medford	96.2	205
Anniston	95.1	206
Jacksonville, N.C.	95.0	207
Pascagoula	94.9	208
Joplin	94.4	209
Tallahassee	94.4	209
Brownsville - Harlingen	93.8	211
Pittsfield	92.6	212
Green Bay	92.3	213
Springfield, Ill.	91.3	214
Racine	90.9	215
Yuba City	90.6	216
South Bend - Mishawaka	90.1	217
Burlington, Vt.	90.0	218
Alexandria, La.	89.3	219
Shreveport	89.1	220
Monroe	88.8	221
Boulder - Longmont	87.1	222
Boise	86.8	223
Savannah	86.8	223
Williamsport	86.6	225
Florence, S.C.	85.9	226
Springfield, Mo.	84.1	227
Battle Creek	83.6	228
Eau Claire	83.2	229
Wausau	82.6	230
Redding	82.5	231
Cumberland	81.5	232
Greeley	81.4	233
Hagerstown	81.3	234
State College	81.2	235
Altoona	81.0	236
Charlottesville	81.0	236
Waco	80.9	238
Elkhart - Goshen	80.7	239
Panama City	79.1	240
Lynchburg	78.8	241
Mansfield	78.4	242
Terre Haute	76.2	243
Tyler	75.9	244
Kankakee	74.7	245
Dothan	73.8	246
Longview - Marshall	71.7	247
Anderson, Ind.	71.4	248
Columbus, Ga.	70.6	249
El Paso	69.3	250
Total Top 250	105,216.4	
Bellingham	68.9	251
Clarksville - Hopkinsville	68.6	252
Tuscaloosa	68.6	252
Danville, Va.	68.2	254
Wilmington, N.C.	67.6	255
Fort Collins - Loveland	66.1	256
Texarkana	64.4	257
Las Cruces	63.4	258
Burlington, N.C.	63.0	259
Cedar Rapids	62.0	260
Huntsville	61.7	261
Elmira	61.5	262
Lafayette - West Lafayette	58.3	263
Gadsden	57.9	264
Kokomo	57.6	265
Richland - Kennewick - Pasco	56.4	266
Champaign - Urbana - Rantoul	55.2	267
Sheboygan	54.3	268
Janesville - Beloit	53.5	269
Waterloo - Cedar Falls	51.5	270
Billings	50.9	271
Fargo - Moorhead	50.7	272
Muncie	49.8	273
Santa Fe	49.5	274
Bloomington, Ind.	49.0	275
Kenosha	46.3	276
La Crosse	45.4	277
Fayetteville - Springdale	45.0	278
Columbia, Mo.	43.4	279
Lubbock	41.0	280
Bismarck	40.9	281
Topeka	40.7	282
Bloomington - Normal	40.6	283
Sherman - Denison	40.2	284
Rochester, Minn.	38.6	285
Lewiston - Auburn	38.2	286
Vineland - Millville - Bridgeton	38.0	287
Decatur	37.7	288
Sioux City	37.2	289
Iowa City	34.5	290
Albany, Ga.	33.1	291
Amarillo	32.7	292
Owensboro	32.6	293
Dubuque	31.7	294
Odessa	31.3	295
Lawton	30.5	296
Sioux Falls	30.3	297
Pine Bluff	27.6	298
Wichita Falls	26.9	299
Jackson, Tenn.	25.6	300
Casper	25.4	301
Grand Forks	25.3	302
Pueblo	25.1	303
Rapid City	24.3	304
Lincoln	23.1	305
Great Falls	22.6	306
Cheyenne	21.7	307
Victoria	20.2	308
Lawrence, Kans.	16.0	309
Enid	12.9	310
St. Joseph	11.7	311
Midland, Tex.	11.5	312
San Angelo	11.5	312
Abilene	11.2	314
Laredo	9.5	315
Bryan - College Station	8.8	316
Anchorage	.0	317
Total Above Areas	107,885.8	
Percent of U.S.	100.0000	
U.S. Total	107,885.8	

BLACK POPULATION

Area	(Thous.)	Rank
New York	2,144.7	1
Chicago	1,430.1	2
Los Angeles - Long Beach	1,019.8	3
Philadelphia	935.7	4
Washington	905.8	5
Detroit	889.9	6
Houston	635.1	7
Atlanta	585.3	8
Baltimore	568.3	9
New Orleans	440.6	10
Newark	419.7	11
St. Louis	418.5	12
Dallas	386.1	13
Memphis	380.6	14
Norfolk - Virginia Beach - Newport News	365.0	15
Cleveland	350.6	16
Miami - Hialeah	332.1	17
Oakland	283.1	18
Birmingham	258.6	19
Richmond - Petersburg	236.5	20
Charlotte - Gastonia - Rock Hill	220.0	21
Boston - Lawrence - Salem - Lowell - Brockton	196.0	22
Kansas City	189.8	23
Jacksonville, Fla.	185.6	24
Tampa - St. Petersburg - Clearwater	185.6	24
Nassau - Suffolk	182.4	26
Pittsburgh	180.0	27
Greensboro - Winston-Salem - High Point	179.1	28
Cincinnati	177.8	29
Raleigh - Durham	171.1	30
Jackson, Miss.	170.6	31
Indianapolis	170.5	32
Baton Rouge	160.9	33
Milwaukee	155.3	34
Charleston, S.C.	153.8	35
Columbus, Ohio	147.9	36
Nashville	147.8	37
Mobile	141.2	38
Fort Lauderdale - Hollywood - Pompano Beach	140.9	39
Gary - Hammond	132.8	40
Fort Worth - Arlington	131.7	41
San Francisco	130.2	42
Columbia, S.C.	128.1	43
Shreveport	126.6	44
Louisville	124.5	45
Dayton - Springfield	121.9	46
Augusta	119.6	47
San Diego	119.4	48
Orlando	118.9	49
Buffalo	108.4	50
Total Top 50	**17,604.5**	
Greenville - Spartanburg	107.9	51
West Palm Beach - Boca Raton - Delray Beach	107.3	52
Montgomery	106.0	53
Little Rock - North Little Rock	100.8	54
Macon - Warner Robins	98.0	55
Bergen - Passaic	97.6	56
Riverside - San Bernardino	93.9	57
Beaumont - Port Arthur	89.6	58
Oklahoma City	89.3	59
Savannah	89.0	60
Columbus, Ga.	88.7	61
Rochester, N.Y.	87.0	62
San Antonio	86.7	63
Denver	84.7	64
Fayetteville, N.C.	83.9	65
Flint	83.1	66
Hartford - New Britain - Middletown - Bristol	80.2	67
Wilmington, Del.	80.1	68
Jersey City	73.5	69
New Haven - Waterbury - Meriden	73.5	69
Bridgeport - Stamford - Norwalk - Danbury	72.5	71
Tallahassee	71.8	72
Sacramento	69.8	73
Austin	67.9	74
Toledo	67.3	75
Seattle	62.4	76
Chattanooga	62.3	77
Akron	61.8	78
Monmouth - Ocean	60.5	79
Trenton	59.8	80
Las Vegas	59.5	81
Lakeland - Winter Haven	59.3	82
Phoenix	58.5	83
Tulsa	58.5	83
Pensacola	58.4	85
Youngstown - Warren	56.6	86
Minneapolis - St. Paul	54.1	87
Lafayette, La.	52.7	88
Middlesex - Somerset - Hunterdon	51.0	89
Albany, Ga.	49.7	90
Omaha	47.3	91
Atlantic City	45.7	92
Florence, S.C.	45.6	93
Monroe	44.9	94
San Jose	44.9	94
Huntsville	44.6	96
Galveston - Texas City	42.9	97
Killeen - Temple	42.4	98
Tuscaloosa	41.3	99
Longview - Marshall	40.9	100
Total Top 100	**21,060.2**	
Lake Charles	40.8	101
Alexandria, La.	40.7	102
Gainesville	40.4	103
Saginaw - Bay City - Midland	39.9	104
Daytona Beach	38.2	105
Biloxi - Gulfport	38.1	106
Pine Bluff	38.1	106
Harrisburg - Lebanon - Carlisle	38.0	108
Knoxville	37.0	109
Lexington-Fayette	37.0	109
Joliet	36.4	111
Grand Rapids	36.3	112
Danville, Va.	35.7	113
Tyler	35.5	114
Fort Pierce	34.4	115
Springfield, Mass.	34.3	116
Syracuse	34.0	117
Wichita	33.9	118
Albany - Schenectady - Troy	33.8	119
Clarksville - Hopkinsville	33.5	120
Melbourne - Titusville - Palm Bay	32.7	121
Lake County, Ill.	32.1	122
Portland, Ore.	32.0	123
Tacoma	32.0	123
Vallejo - Fairfield - Napa	32.0	123
Waco	32.0	123
Ann Arbor	31.0	127
Lynchburg	31.0	127
Ocala	30.1	129
Texarkana	29.0	130
Providence - Pawtucket - Woonsocket	28.9	131
Fort Wayne	28.8	132
Fresno	27.4	133
Roanoke	27.3	134
Dothan	27.2	135
Anaheim - Santa Ana	27.1	136
Houma - Thibodaux	26.8	137
Athens	26.2	138
Benton Harbor	26.1	139
Anderson, S.C.	25.9	140
Jacksonville, N.C.	25.8	141
Wilmington, N.C.	25.8	141
Canton	25.7	143
Lansing - East Lansing	25.3	144
Pascagoula	25.3	144
Bakersfield	24.2	146
Jackson, Tenn.	23.8	147
Anniston	23.4	148
Peoria	23.4	148
Fort Myers - Cape Coral	23.3	150
Total Top 150	**22,627.8**	
South Bend - Mishawaka	23.1	151
Colorado Springs	23.0	152
Rockford	22.8	153
Vineland - Millville - Bridgeton	22.3	154
El Paso	22.0	155
Stockton	21.1	156
Lorain - Elyria	20.9	157
Muskegon	20.5	158
Burlington, N.C.	20.4	159
Salinas - Seaside - Monterey	20.4	159
Poughkeepsie	19.7	161
Orange County, N.Y.	19.2	162
Charlottesville	19.1	163
Hickory	18.9	164
Lawton	18.9	164
Florence, Ala.	18.8	166
Davenport - Rock Island - Moline	18.5	167
Kalamazoo	17.5	168
Lubbock	17.5	168
Tucson	17.5	168
Bradenton	17.3	171
Brazoria	16.9	172
Evansville	16.9	172
Aurora - Elgin	16.5	174
Honolulu	16.5	174
Kankakee	16.2	176
Corpus Christi	15.6	177
Asheville	15.5	178
Champaign - Urbana - Rantoul	15.4	179
Des Moines	15.1	180
Gadsden	15.0	181
Decatur	14.9	182
Racine	14.9	182
Panama City	14.8	184
Battle Creek	14.4	185
Charleston, W.Va.	14.2	186
Sarasota	14.0	187
Erie	13.8	188
Hamilton - Middletown	13.4	189
Bryan - College Station	13.2	190
Springfield, Ill.	12.7	191
Topeka	12.5	192
Anchorage	12.4	193
Fort Walton Beach	12.4	193
Beaver County, Pa.	12.2	195
Oxnard - Ventura	11.9	196
Wichita Falls	11.8	197
Lima	11.7	198
Jackson, Mich.	11.5	199
Niagara Falls	11.4	200
Total Top 200	**23,454.9**	
York	11.3	201
Albuquerque	10.7	202
Midland, Tex.	10.3	203
Allentown - Bethlehem	10.2	204
Worcester - Fitchburg - Leominster	10.2	204
Anderson, Ind.	10.0	206
Mansfield	9.9	207
Salt Lake City - Ogden	9.9	207
New London - Norwich	9.8	209
Amarillo	9.7	210
Johnson City - Kingsport - Bristol	9.6	211
Reading	8.9	212
Waterloo - Cedar Falls	8.9	212
Utica - Rome	8.6	214
New Bedford - Fall River - Attleboro	8.5	215
Lancaster	8.3	216
Merced	8.1	217
Santa Barbara - Santa Maria - Lompoc	8.1	217
Muncie	8.0	219
Abilene	7.8	220
Huntington - Ashland	7.6	221
Columbia, Mo.	7.2	222
Sherman - Denison	7.2	222
Naples	6.9	224
Elkhart - Goshen	6.6	225
Fort Smith	6.6	225
Odessa	6.6	225
Terre Haute	6.5	228
Steubenville - Weirton	6.4	229
Madison	6.0	230
Sharon	6.0	230
Victoria	5.7	232
Bloomington - Normal	5.3	233
Scranton - Wilkes-Barre	5.1	234
Hagerstown	4.9	235
Janesville - Beloit	4.9	235
Kokomo	4.6	237
Elmira	4.3	238
Spokane	4.3	238
Reno	4.1	240
San Angelo	4.1	240
Wheeling	4.0	242
Visalia - Tulare - Porterville	3.8	243
Binghamton	3.7	244
Johnstown	3.7	244
Lincoln	3.7	244
Owensboro	3.6	247
Santa Rosa - Petaluma	3.6	247
Modesto	3.3	249
Springfield, Mo.	3.3	249
Total Top 250	**23,795.3**	
Lawrence, Kans.	3.2	251
Kenosha	3.0	252
Bremerton	2.9	253
Cedar Rapids	2.9	253
Yuba City	2.8	255
Bloomington, Ind.	2.7	256
St. Joseph	2.7	256
Pueblo	2.4	258
Pittsfield	2.3	259
Richland - Kennewick - Pasco	2.3	259
Enid	2.2	261
Cheyenne	2.1	262
Cumberland	2.1	262
Lafayette - West Lafayette	2.1	262
Boulder - Longmont	2.0	265
Las Cruces	1.9	266
Portsmouth - Dover - Rochester	1.9	266
Williamsport	1.9	266
Chico	1.8	269
Parkersburg - Marietta	1.7	270
Vancouver	1.7	270
State College	1.6	272
Yakima	1.6	272
Eugene - Springfield	1.5	274
Fayetteville - Springdale	1.5	274
Manchester - Nashua	1.5	274
Santa Cruz	1.5	274
Glens Falls	1.4	278
Salem, Ore.	1.4	278
Iowa City	1.2	280
Joplin	1.2	280
Duluth	1.1	282
Grand Forks	1.1	282
Olympia	1.1	282
Sioux City	1.1	282
Altoona	1.0	286
Portland, Me.	1.0	286
Brownsville - Harlingen	.9	288
Great Falls	.9	288
Rapid City	.9	288
Boise	.8	291
Fort Collins - Loveland	.8	291
Greeley	.7	293
McAllen - Edinburg - Mission	.7	293
Redding	.7	293
Appleton - Oshkosh - Neenah	.5	296
Burlington, Vt.	.5	296
Casper	.5	296
Green Bay	.5	296
Santa Fe	.5	296
Rochester, Minn.	.4	301
St. Cloud	.4	301
Bangor	.3	303
Bellingham	.3	303
Billings	.3	303
Fargo - Moorhead	.3	303
Sheboygan	.3	303
Sioux Falls	.3	303
Dubuque	.2	309
Eau Claire	.2	309
La Crosse	.2	309
Lewiston - Auburn	.2	309
Medford	.2	309
Provo - Orem	.2	309
Bismarck	.1	315
Laredo	.1	315
Wausau	.0	317
Total Above Areas	**23,877.6**	
Percent of U.S.	**82.1278**	
U.S. Total	**29,073.7**	

SPANISH-ORIGIN POPULATION

Area	(Thous.)	Rank
Los Angeles - Long Beach	2,504.2	1
New York	1,631.5	2
Miami - Hialeah	739.6	3
San Antonio	620.3	4
Chicago	588.5	5
Houston	544.6	6
Riverside - San Bernardino	395.5	7
El Paso	375.1	8
San Diego	354.4	9
Anaheim - Santa Ana	352.8	10
McAllen - Edinburg - Mission	310.3	11
San Jose	273.2	12
Phoenix	267.0	13
Dallas	235.2	14
Oakland	224.5	15
Brownsville - Harlingen	206.4	16
Corpus Christi	203.8	17
San Francisco	194.8	18
Fresno	189.9	19
Albuquerque	182.4	20
Denver	178.2	21
Jersey City	170.1	22
Newark	151.4	23
Tucson	146.3	24
Oxnard - Ventura	145.8	25
Austin	139.8	26
Sacramento	135.1	27
Philadelphia	126.9	28
Nassau - Suffolk	116.1	29
Bakersfield	115.0	30
Laredo	113.3	31
Bergen - Passaic	107.3	32
Washington	103.3	33
Tampa - St. Petersburg - Clearwater	101.2	34
Fort Worth - Arlington	99.8	35
Salinas - Seaside - Monterey	96.5	36
Visalia - Tulare - Porterville	94.7	37
Boston - Lawrence - Salem - Lowell - Brockton	93.7	38
Stockton	87.3	39
Detroit	77.1	40
Santa Barbara - Santa Maria - Lompoc	68.6	41
Las Cruces	63.5	42
Honolulu	61.8	43
New Orleans	52.8	44
Santa Fe	51.9	45
Modesto	51.5	46
Salt Lake City - Ogden	51.2	47
Lubbock	50.1	48
Fort Lauderdale - Hollywood - Pompano Beach	49.8	49
Middlesex - Somerset - Hunterdon	48.2	50
Total Top 50	**13,342.3**	
Bridgeport - Stamford - Norwalk - Danbury	47.9	51
Gary - Hammond	47.8	52
Hartford - New Britain - Middletown - Bristol	46.8	53
Merced	46.3	54
Vallejo - Fairfield - Napa	42.9	55
Las Vegas	42.1	56
Pueblo	41.7	57
West Palm Beach - Boca Raton - Delray Beach	39.7	58
Kansas City	35.9	59
Santa Cruz	35.8	60
Milwaukee	35.4	61
Odessa	34.9	62
Aurora - Elgin	34.8	63
Orlando	34.1	64
Seattle	34.0	65
Brazoria	31.7	66
Galveston - Texas City	30.3	67
New Haven - Waterbury - Meriden	29.0	68
Colorado Springs	28.7	69
Atlanta	28.5	70
Monmouth - Ocean	28.0	71
Killeen - Temple	27.8	72
Victoria	27.3	73
Yakima	26.7	74
Santa Rosa - Petaluma	26.5	75
Cleveland	26.3	76
Portland, Ore.	26.3	76
Lake County, Ill.	26.1	78
Springfield, Mass.	25.6	79
St. Louis	24.1	80
Greeley	23.8	81
San Angelo	23.6	82
Minneapolis - St. Paul	23.2	83
Baltimore	22.7	84
Oklahoma City	22.4	85
Norfolk - Virginia Beach - Newport News	22.1	86
Rochester, N.Y.	21.7	87
Providence - Pawtucket - Woonsocket	20.3	88
Midland, Tex.	19.4	89
Amarillo	19.1	90
Waco	19.0	91
Joliet	17.8	92
Saginaw - Bay City - Midland	17.5	93
Toledo	17.2	94
Abilene	16.7	95
Allentown - Bethlehem	16.7	95
Jacksonville, Fla.	16.1	97
Grand Rapids	15.8	98
Vineland - Millville - Bridgeton	15.4	99
Beaumont - Port Arthur	15.2	100
Total Top 100	**14,741.0**	
Buffalo	15.2	100
Worcester - Fitchburg - Leominster	15.2	100
Lansing - East Lansing	14.7	103
Naples	13.8	104
Tacoma	13.8	104
Lorain - Elyria	13.5	106
Orange County, N.Y.	13.3	107
Bryan - College Station	13.2	108
Davenport - Rock Island - Moline	13.1	109
Omaha	13.0	110
Wichita	13.0	110
Yuba City	12.8	112
Trenton	12.7	113
Salem, Ore.	12.6	114
Boulder - Longmont	11.9	115
Lakeland - Winter Haven	11.7	116
Pittsburgh	11.6	117
New Bedford - Fall River - Attleboro	11.4	118
Atlantic City	11.3	119
Tulsa	11.1	120
Fort Collins - Loveland	10.6	121
Reno	10.6	121
Fayetteville, N.C.	10.1	123
Lancaster	10.1	123
Richland - Kennewick - Pasco	10.1	123
Wilmington, Del.	10.0	126
Albany - Schenectady - Troy	9.8	127
Chico	9.8	127
Reading	9.7	129
Indianapolis	9.5	130
Baton Rouge	9.3	131
Wichita Falls	9.3	131
Memphis	9.1	133
Columbus, Ohio	8.8	134
Charlotte - Gastonia - Rock Hill	8.5	135
Cincinnati	8.2	136
Flint	8.1	137
Fort Myers - Cape Coral	8.1	137
Rockford	7.8	139
Richmond - Petersburg	7.6	140
Racine	7.5	141
Anchorage	7.4	142
Charleston, S.C.	7.4	142
Melbourne - Titusville - Palm Bay	7.3	144
Cheyenne	7.1	145
Nashville	6.9	146
Poughkeepsie	6.8	147
Youngstown - Warren	6.8	147
Harrisburg - Lebanon - Carlisle	6.7	149
Topeka	6.7	149
Total Top 150	**15,255.6**	
Dayton - Springfield	6.6	151
Lawton	6.5	152
Gainesville	6.3	153
Greensboro - Winston-Salem - High Point	6.3	153
Syracuse	6.3	153
Birmingham	6.0	156
Louisville	6.0	156
Augusta	5.9	158
Eugene - Springfield	5.9	158
Provo - Orem	5.9	158
Columbia, S.C.	5.8	161
Columbus, Ga.	5.7	162
Pensacola	5.7	162
Tyler	5.6	164
Raleigh - Durham	5.5	165
Shreveport	5.5	165
Daytona Beach	5.4	167
Des Moines	5.4	167
Fort Pierce	5.4	167
Fort Wayne	5.4	167
New London - Norwich	5.0	171
Spokane	5.0	171
Jacksonville, N.C.	4.9	173
Mobile	4.9	173
Greenville - Spartanburg	4.8	175
Lafayette, La.	4.8	175
Ann Arbor	4.6	177
Boise	4.6	177
Medford	4.6	177
Redding	4.4	180
Bremerton	4.3	181
Clarksville - Hopkinsville	4.3	181
Little Rock - North Little Rock	4.3	181
Bradenton	4.1	184
Knoxville	4.1	184
Sarasota	4.0	186
Biloxi - Gulfport	3.9	187
Peoria	3.9	187
South Bend - Mishawaka	3.8	189
Kenosha	3.7	190
Longview - Marshall	3.7	190
Tallahassee	3.7	190
Canton	3.6	193
Madison	3.6	193
York	3.6	193
Akron	3.5	196
Houma - Thibodaux	3.5	196
Vancouver	3.4	198
Billings	3.3	199
Fort Walton Beach	3.3	199
Total Top 200	**15,495.9**	
Chattanooga	3.2	201
Jackson, Miss.	3.2	201
Lincoln	3.2	201
Scranton - Wilkes-Barre	3.2	201
Utica - Rome	3.2	201
Muskegon	3.1	206
Olympia	3.0	207
Kalamazoo	2.9	208
Ocala	2.9	208
Casper	2.7	210
Champaign - Urbana - Rantoul	2.7	210
Montgomery	2.7	210
Savannah	2.7	210
Battle Creek	2.6	214
Macon - Warner Robins	2.6	214
Manchester - Nashua	2.6	214
Benton Harbor	2.3	217
Huntsville	2.3	217
Johnson City - Kingsport - Bristol	2.3	217
Lake Charles	2.3	217
Lexington-Fayette	2.3	217
Bellingham	2.2	222
Erie	2.2	222
Portsmouth - Dover - Rochester	2.1	224
Binghamton	2.0	225
Elkhart - Goshen	1.9	226
Jackson, Mich.	1.9	226
Niagara Falls	1.9	226
Panama City	1.9	226
Lawrence, Kans.	1.8	230
Alexandria, La.	1.7	231
Huntington - Ashland	1.7	231
Sherman - Denison	1.7	231
Sioux City	1.7	231
Appleton - Oshkosh - Neenah	1.6	235
Athens	1.6	235
Dothan	1.6	235
Hamilton - Middletown	1.6	235
Pascagoula	1.6	235
St. Joseph	1.6	235
Springfield, Mo.	1.6	235
Fort Smith	1.5	242
Kankakee	1.5	242
Lafayette - West Lafayette	1.5	242
Rapid City	1.5	242
Texarkana	1.5	242
Albany, Ga.	1.4	247
Cedar Rapids	1.4	247
Charleston, W.Va.	1.4	247
Roanoke	1.4	247
Total Top 250	**15,602.9**	
Bloomington - Normal	1.3	251
Evansville	1.3	251
Great Falls	1.3	251
Hickory	1.3	251
Monroe	1.3	251
Anniston	1.2	256
Bloomington, Ind.	1.2	256
Johnstown	1.2	256
Springfield, Ill.	1.2	256
Tuscaloosa	1.2	256
Asheville	1.1	261
Beaver County, Pa.	1.1	261
Columbia, Mo.	1.1	261
Fargo - Moorhead	1.1	261
Glens Falls	1.1	261
Grand Forks	1.1	261
Kokomo	1.1	261
Lima	1.1	261
Mansfield	1.1	261
Portland, Me.	1.1	261
Burlington, Vt.	1.0	271
Charlottesville	1.0	271
Elmira	1.0	271
Fayetteville - Springdale	1.0	271
Florence, S.C.	1.0	271
Green Bay	1.0	271
Lynchburg	1.0	271
Sheboygan	1.0	271
Waterloo - Cedar Falls	1.0	271
Wheeling	1.0	271
Anderson, S.C.	.9	281
Duluth	.9	281
Iowa City	.9	281
Janesville - Beloit	.9	281
Joplin	.9	281
Pittsfield	.9	281
State College	.9	281
Terre Haute	.9	281
Wilmington, N.C.	.9	281
Anderson, Ind.	.8	290
Danville, Va.	.8	290
Decatur	.8	290
Enid	.8	290
Florence, Ala.	.8	290
Muncie	.8	290
Steubenville - Weirton	.8	290
Hagerstown	.7	297
Parkersburg - Marietta	.7	297
Pine Bluff	.7	297
St. Cloud	.7	297
Burlington, N.C.	.6	301
Jackson, Tenn.	.6	301
Sioux Falls	.6	301
Dubuque	.5	304
Eau Claire	.5	304
Gadsden	.5	304
Lewiston - Auburn	.5	304
Owensboro	.5	304
Rochester, Minn.	.5	304
Altoona	.4	310
Bangor	.4	310
Cumberland	.4	310
La Crosse	.4	310
Sharon	.4	310
Williamsport	.4	310
Bismarck	.3	316
Wausau	.3	316
Total Above Areas	**15,660.7**	
Percent of U.S.	**88.5987**	
U.S. Total	**17,676.0**	

POPULATION 35 TO 49 YEARS OLD

Area	(Thous.)	Rank
New York	1,663.5	1
Los Angeles - Long Beach	1,570.5	2
Chicago	1,174.4	3
Philadelphia	903.2	4
Detroit	824.5	5
Washington	778.2	6
Boston - Lawrence - Salem - Lowell - Brockton	689.9	7
Houston	643.3	8
Nassau - Suffolk	572.9	9
Atlanta	523.7	10
Dallas	470.0	11
St. Louis	457.1	12
Baltimore	456.5	13
Anaheim - Santa Ana	450.8	14
Minneapolis - St. Paul	435.2	15
Oakland	391.2	16
Pittsburgh	390.4	17
Newark	388.3	18
San Diego	383.6	19
Miami - Hialeah	352.8	20
Cleveland	351.8	21
Seattle	347.3	22
Phoenix	339.2	23
Riverside - San Bernardino	336.9	24
Denver	334.3	25
San Francisco	324.7	26
Tampa - St. Petersburg - Clearwater	306.1	27
San Jose	300.8	28
Kansas City	294.1	29
Bergen - Passaic	262.9	30
Cincinnati	258.8	31
Milwaukee	258.8	31
Columbus, Ohio	246.1	33
New Orleans	245.9	34
Sacramento	245.6	35
Norfolk - Virginia Beach - Newport News	241.3	36
Fort Worth - Arlington	236.6	37
Indianapolis	233.0	38
San Antonio	218.8	39
Portland, Ore.	216.9	40
Charlotte - Gastonia - Rock Hill	211.2	41
Hartford - New Britain - Middletown - Bristol	210.1	42
Fort Lauderdale - Hollywood - Pompano Beach	199.0	43
Middlesex - Somerset - Hunterdon	198.2	44
Oklahoma City	189.2	45
Rochester, N.Y.	188.8	46
Greensboro - Winston-Salem - High Point	184.8	47
Dayton - Springfield	184.0	48
Louisville	183.8	49
Nashville	180.8	50
Total Top 50	**21,849.8**	
Monmouth - Ocean	180.4	51
Buffalo	178.4	52
Bridgeport - Stamford - Norwalk - Danbury	176.4	53
Salt Lake City - Ogden	176.0	54
Birmingham	169.6	55
Memphis	168.9	56
Orlando	167.0	57
Richmond - Petersburg	160.7	58
Honolulu	157.9	59
Jacksonville, Fla.	155.4	60
Albany - Schenectady - Troy	154.2	61
Providence - Pawtucket - Woonsocket	153.9	62
Tulsa	148.4	63
New Haven - Waterbury - Meriden	142.2	64
Scranton - Wilkes-Barre	128.8	65
Oxnard - Ventura	126.0	66
Allentown - Bethlehem	123.7	67
Greenville - Spartanburg	121.1	68
Raleigh - Durham	121.0	69
Austin	120.8	70
Gary - Hammond	120.6	71
Las Vegas	120.1	72
Akron	119.6	73
Syracuse	119.2	74
West Palm Beach - Boca Raton - Delray Beach	118.0	75
Knoxville	117.5	76
Worcester - Fitchburg - Leominster	117.4	77
Omaha	115.0	78
Grand Rapids	113.4	79
Tucson	111.6	80
Harrisburg - Lebanon - Carlisle	110.2	81
Toledo	105.8	82
Wilmington, Del.	105.7	83
Jersey City	103.8	84
Fresno	103.2	85
Springfield, Mass.	99.8	86
Baton Rouge	99.0	87
Lake County, Ill.	98.9	88
El Paso	97.5	89
Tacoma	96.4	90
Little Rock - North Little Rock	94.6	91
Youngstown - Warren	94.1	92
Johnson City - Kingsport - Bristol	93.0	93
Albuquerque	90.0	94
Charleston, S.C.	88.7	95
New Bedford - Fall River - Attleboro	88.7	95
Bakersfield	86.5	97
Flint	85.9	98
Chattanooga	85.5	99
Mobile	85.5	99
Total Top 100	**27,165.8**	
Columbia, S.C.	82.8	101
Saginaw - Bay City - Midland	78.8	102
York	78.5	103
Wichita	78.2	104
Canton	77.0	105
Joliet	75.6	106
Lansing - East Lansing	75.6	106
Stockton	73.7	108
Beaumont - Port Arthur	73.3	109
Vallejo - Fairfield - Napa	72.7	110
Des Moines	72.4	111
Lancaster	72.0	112
Davenport - Rock Island - Moline	71.8	113
Augusta	71.7	114
Melbourne - Titusville - Palm Bay	70.2	115
Jackson, Miss.	70.0	116
Colorado Springs	68.7	117
Peoria	68.5	118
Aurora - Elgin	67.9	119
Lakeland - Winter Haven	67.3	120
Shreveport	66.1	121
Fort Wayne	65.4	122
Huntington - Ashland	65.2	123
Pensacola	64.7	124
Corpus Christi	64.6	125
Santa Rosa - Petaluma	64.4	126
Spokane	63.6	127
Lexington-Fayette	61.5	128
Santa Barbara - Santa Maria - Lompoc	61.0	129
Portsmouth - Dover - Rochester	60.8	130
Reading	60.7	131
Trenton	60.5	132
Madison	59.2	133
Manchester - Nashua	58.7	134
Salinas - Seaside - Monterey	57.0	135
Utica - Rome	56.8	136
Modesto	56.6	137
Montgomery	55.9	138
Orange County, N.Y.	55.8	139
Poughkeepsie	54.7	140
Macon - Warner Robins	54.4	141
McAllen - Edinburg - Mission	54.3	142
Rockford	54.2	143
Appleton - Oshkosh - Neenah	53.9	144
Hamilton - Middletown	52.7	145
Anchorage	52.2	146
Evansville	52.2	146
Lorain - Elyria	51.6	148
Charleston, W.Va.	51.0	149
Visalia - Tulare - Porterville	50.7	150
Total Top 150	**30,372.9**	
Atlantic City	50.6	151
Binghamton	50.4	152
Erie	48.9	153
Daytona Beach	48.4	154
Eugene - Springfield	48.4	154
Ann Arbor	47.2	156
Huntsville	47.1	157
Fayetteville, N.C.	46.3	158
Hickory	46.3	158
Salem, Ore.	46.2	160
New London - Norwich	46.1	161
Reno	45.9	162
Roanoke	44.5	163
Johnstown	43.4	164
Boulder - Longmont	43.2	165
Duluth	42.6	166
Brazoria	42.1	167
Galveston - Texas City	42.1	167
Columbus, Ga.	42.0	169
Fort Myers - Cape Coral	42.0	169
Portland, Me.	41.5	171
Savannah	41.5	171
Vancouver	41.4	173
Springfield, Mo.	40.8	174
South Bend - Mishawaka	40.5	175
Brownsville - Harlingen	39.4	176
Kalamazoo	39.3	177
Niagara Falls	39.2	178
Lafayette, La.	38.6	179
Boise	38.0	180
Santa Cruz	37.8	181
Lubbock	37.6	182
Killeen - Temple	37.3	183
Beaver County, Pa.	37.2	184
Amarillo	36.8	185
Tallahassee	36.4	186
Biloxi - Gulfport	35.7	187
Springfield, Ill.	35.7	187
Sarasota	35.6	189
Houma - Thibodaux	34.7	190
Lincoln	34.1	191
Fort Smith	34.0	192
Asheville	32.9	193
Racine	32.9	193
Green Bay	32.8	195
Lake Charles	32.8	195
Cedar Rapids	32.7	197
Bremerton	32.5	198
Provo - Orem	32.5	198
Yakima	32.4	200
Total Top 200	**32,381.2**	
Fort Pierce	32.0	201
Fort Collins - Loveland	31.8	202
Longview - Marshall	31.4	203
Gainesville	31.2	204
Waco	31.2	204
Wheeling	31.0	206
Parkersburg - Marietta	30.9	207
Benton Harbor	30.5	208
Fort Walton Beach	29.4	209
Topeka	29.4	209
Anderson, S.C.	29.3	211
Merced	29.1	212
Ocala	29.1	212
St. Cloud	28.6	214
Steubenville - Weirton	28.5	215
Lynchburg	28.4	216
Jackson, Mich.	28.1	217
Olympia	28.1	217
Elkhart - Goshen	28.0	219
Tyler	28.0	219
Florence, Ala.	27.8	221
Richland - Kennewick - Pasco	27.7	222
Lima	27.4	223
Muskegon	27.4	223
Redding	26.7	225
Waterloo - Cedar Falls	26.7	225
Clarksville - Hopkinsville	26.6	227
Alexandria, La.	26.5	228
Janesville - Beloit	26.5	228
Medford	26.4	230
Chico	25.9	231
Odessa	25.9	231
Battle Creek	25.8	233
Vineland - Millville - Bridgeton	25.8	233
Bradenton	25.7	235
Champaign - Urbana - Rantoul	25.7	235
Mansfield	25.7	235
Pascagoula	25.7	235
Anderson, Ind.	25.6	239
Monroe	25.4	240
Pittsfield	25.3	241
Greeley	25.2	242
Bangor	25.1	243
Tuscaloosa	24.9	244
Joplin	24.7	245
Athens	24.4	246
Decatur	24.4	246
Dothan	24.3	248
Burlington, Vt.	24.1	249
Altoona	23.8	250
Total Top 250	**33,748.3**	
Fargo - Moorhead	23.8	250
Billings	23.2	252
Kenosha	23.0	253
Muncie	22.8	254
Panama City	22.8	254
Sharon	22.8	254
Wichita Falls	22.7	257
Florence, S.C.	22.6	258
Santa Fe	22.6	258
Anniston	22.3	260
Eau Claire	22.3	260
Pueblo	22.3	260
Terre Haute	22.0	263
Hagerstown	21.9	264
Wilmington, N.C.	21.8	265
Charlottesville	21.6	266
Kokomo	21.5	267
Midland, Tex.	21.5	267
Williamsport	21.5	267
Texarkana	21.4	270
Albany, Ga.	21.3	271
Yuba City	21.3	271
Abilene	21.2	273
Danville, Va.	21.1	274
Glens Falls	21.1	274
Sioux Falls	21.0	276
Wausau	20.9	277
Bloomington - Normal	20.3	278
Burlington, N.C.	20.3	278
Las Cruces	20.3	278
Naples	19.9	281
Lawton	19.7	282
Cumberland	19.6	283
Rochester, Minn.	19.5	284
Sioux City	19.5	284
Bellingham	19.3	286
Gadsden	19.3	286
Fayetteville - Springdale	19.1	288
Laredo	19.1	288
Lafayette - West Lafayette	18.8	290
Kankakee	18.5	291
State College	18.3	292
Lewiston - Auburn	17.9	293
Sheboygan	17.8	294
Sherman - Denison	17.7	295
Jacksonville, N.C.	17.6	296
Columbia, Mo.	17.0	297
Elmira	16.7	298
San Angelo	16.7	298
Owensboro	16.5	300
Bismarck	16.2	301
Great Falls	15.8	302
Bloomington, Ind.	15.6	303
Dubuque	15.4	304
Bryan - College Station	15.0	305
Pine Bluff	15.0	305
La Crosse	14.9	307
St. Joseph	14.5	308
Victoria	14.3	309
Casper	14.2	310
Cheyenne	13.9	311
Rapid City	13.3	312
Jackson, Tenn.	13.2	313
Iowa City	13.0	314
Enid	11.7	315
Grand Forks	10.3	316
Lawrence, Kans.	10.3	316
Total Above Areas	**35,784.6**	
Percent of U.S.	**77.6015**	
U.S. Total	**46,113.3**	

CHILDREN UNDER 6 YEARS OLD

Area	(Thous.)	Rank
Los Angeles - Long Beach	740.2	1
New York	674.6	2
Chicago	547.8	3
Detroit	390.9	4
Philadelphia	388.6	5
Houston	335.1	6
Washington	276.9	7
Boston - Lawrence - Salem - Lowell - Brockton	263.3	8
Atlanta	223.3	9
Dallas	221.7	10
St. Louis	219.6	11
Nassau - Suffolk	207.0	12
Minneapolis - St. Paul	205.0	13
Riverside - San Bernardino	189.9	14
San Diego	183.6	15
Baltimore	180.5	16
Anaheim - Santa Ana	176.4	17
Phoenix	170.9	18
Salt Lake City - Ogden	158.3	19
Pittsburgh	156.4	20
Cleveland	154.8	21
Oakland	154.0	22
Denver	149.1	23
Newark	148.9	24
Seattle	138.0	25
New Orleans	137.9	26
Kansas City	137.7	27
Cincinnati	132.7	28
Miami - Hialeah	127.7	29
San Antonio	126.1	30
Milwaukee	125.7	31
Tampa - St. Petersburg - Clearwater	120.3	32
Norfolk - Virginia Beach - Newport News	119.3	33
San Jose	118.7	34
Columbus, Ohio	117.0	35
Indianapolis	112.5	36
Sacramento	110.4	37
Fort Worth - Arlington	110.3	38
Portland, Ore.	102.5	39
San Francisco	97.9	40
Oklahoma City	95.8	41
Memphis	92.4	42
Bergen - Passaic	90.2	43
Louisville	89.8	44
Charlotte - Gastonia - Rock Hill	88.8	45
Birmingham	84.9	46
Rochester, N.Y.	82.5	47
Dayton - Springfield	82.0	48
Honolulu	80.4	49
Nashville	79.3	50
Total Top 50	9,317.6	
Hartford - New Britain - Middletown - Bristol	78.2	51
Monmouth - Ocean	76.2	52
Jacksonville, Fla.	75.3	53
Buffalo	74.9	54
Tulsa	72.0	55
Greensboro - Winston-Salem - High Point	71.1	56
Fort Lauderdale - Hollywood - Pompano Beach	70.2	57
Orlando	70.1	58
Gary - Hammond	68.1	59
Middlesex - Somerset - Hunterdon	68.0	60
Albany - Schenectady - Troy	67.1	61
Richmond - Petersburg	66.4	62
Providence - Pawtucket - Woonsocket	65.5	63
El Paso	64.7	64
Grand Rapids	64.0	65
Austin	63.0	66
Oxnard - Ventura	61.4	67
Omaha	61.2	68
Baton Rouge	59.9	69
Fresno	59.8	70
Bridgeport - Stamford - Norwalk - Danbury	59.1	71
Toledo	58.0	72
New Haven - Waterbury - Meriden	57.8	73
Syracuse	57.3	74
Tucson	56.4	75
Akron	55.4	76
Scranton - Wilkes-Barre	53.6	77
Worcester - Fitchburg - Leominster	53.4	78
Bakersfield	52.9	79
Greenville - Spartanburg	52.0	80
Tacoma	51.5	81
Little Rock - North Little Rock	50.4	82
Allentown - Bethlehem	49.5	83
Mobile	49.5	83
Charleston, S.C.	49.3	85
Las Vegas	49.3	85
Raleigh - Durham	48.6	87
Knoxville	47.6	88
West Palm Beach - Boca Raton - Delray Beach	46.8	89
McAllen - Edinburg - Mission	46.3	90
Provo - Orem	46.1	91
Jersey City	46.0	92
Wilmington, Del.	46.0	92
Harrisburg - Lebanon - Carlisle	45.9	94
Lake County, Ill.	45.1	95
Albuquerque	44.8	96
Youngstown - Warren	44.8	96
Flint	44.0	98
Springfield, Mass.	43.7	99
Wichita	43.4	100
Total Top 100	12,169.2	
Joliet	42.3	101
Corpus Christi	41.9	102
Jackson, Miss.	41.4	103
Saginaw - Bay City - Midland	41.2	104
New Bedford - Fall River - Attleboro	40.8	105
Stockton	39.6	106
Lansing - East Lansing	39.4	107
Beaumont - Port Arthur	39.3	108
Chattanooga	38.9	109
Columbia, S.C.	38.8	110
Davenport - Rock Island - Moline	38.8	110
Shreveport	38.2	112
Augusta	37.3	113
Aurora - Elgin	37.3	113
Peoria	36.9	115
Canton	36.4	116
Vallejo - Fairfield - Napa	36.4	116
Fort Wayne	36.3	118
Johnson City - Kingsport - Bristol	35.8	119
Lancaster	35.7	120
Des Moines	35.2	121
Colorado Springs	34.3	122
Salinas - Seaside - Monterey	34.3	122
Spokane	33.6	124
York	32.8	125
Visalia - Tulare - Porterville	32.2	126
Brownsville - Harlingen	31.9	127
Huntington - Ashland	31.4	128
Modesto	31.1	129
Pensacola	30.5	130
Lexington-Fayette	30.1	131
Fayetteville, N.C.	29.9	132
Lakeland - Winter Haven	29.9	132
Appleton - Oshkosh - Neenah	28.7	134
Montgomery	28.6	135
Santa Rosa - Petaluma	28.3	136
Lorain - Elyria	27.9	137
Anchorage	27.2	138
Killeen - Temple	27.2	138
Macon - Warner Robins	27.0	140
Utica - Rome	26.7	141
Portsmouth - Dover - Rochester	26.6	142
Erie	26.3	143
Madison	26.3	143
Manchester - Nashua	26.3	143
Rockford	26.1	146
Evansville	26.0	147
Orange County, N.Y.	26.0	147
Hamilton - Middletown	25.6	149
Santa Barbara - Santa Maria - Lompoc	25.3	150
Total Top 150	13,815.2	
Salem, Ore.	24.9	151
Eugene - Springfield	24.4	152
Reading	24.3	153
Charleston, W.Va.	24.2	154
Savannah	23.7	155
Columbus, Ga.	23.6	156
Lafayette, La.	23.4	157
Melbourne - Titusville - Palm Bay	23.4	157
Duluth	23.3	159
Lubbock	23.0	160
Trenton	23.0	160
Atlantic City	22.7	162
Johnstown	22.7	162
Houma - Thibodaux	22.6	164
Brazoria	22.5	165
Vancouver	22.2	166
Ann Arbor	21.9	167
Galveston - Texas City	21.6	168
Boise	21.5	169
Binghamton	21.4	170
South Bend - Mishawaka	20.9	171
New London - Norwich	20.8	172
Amarillo	20.5	173
Biloxi - Gulfport	20.3	174
Poughkeepsie	20.0	175
Springfield, Mo.	19.4	176
Daytona Beach	19.3	177
Merced	19.3	177
Tallahassee	19.1	179
St. Cloud	19.0	180
Yakima	19.0	180
Lake Charles	18.7	182
Hickory	18.6	183
Kalamazoo	18.6	183
Huntsville	18.5	185
Niagara Falls	18.4	186
Portland, Me.	18.0	187
Green Bay	17.9	188
Fort Myers - Cape Coral	17.8	189
Springfield, Ill.	17.7	190
Lincoln	17.6	191
Fort Smith	17.4	192
Santa Cruz	17.4	192
Waco	17.4	192
Longview - Marshall	17.2	195
Clarksville - Hopkinsville	17.0	196
Racine	17.0	196
Boulder - Longmont	16.9	198
Richland - Kennewick - Pasco	16.6	199
Roanoke	16.6	199
Total Top 200	14,828.4	
Bremerton	16.3	201
Reno	16.2	202
Beaver County, Pa.	16.1	203
Lima	16.1	203
Odessa	16.1	203
Cedar Rapids	16.0	206
Monroe	16.0	206
Benton Harbor	15.9	208
Gainesville	15.8	209
Laredo	15.8	209
Waterloo - Cedar Falls	15.5	211
Fort Collins - Loveland	15.4	212
Muskegon	15.4	212
Alexandria, La.	15.2	214
Fort Pierce	15.2	214
Wheeling	15.0	216
Elkhart - Goshen	14.9	217
Parkersburg - Marietta	14.7	218
Topeka	14.6	219
Tyler	14.5	220
Greeley	14.1	221
Pascagoula	14.1	221
Fargo - Moorhead	13.8	223
Champaign - Urbana - Rantoul	13.7	224
Olympia	13.7	224
Dothan	13.6	226
Jacksonville, N.C.	13.5	227
Janesville - Beloit	13.5	227
Albany, Ga.	13.4	229
Jackson, Mich.	13.4	229
Anderson, S.C.	13.2	231
Lawton	13.2	231
Steubenville - Weirton	13.1	233
Tuscaloosa	13.1	233
Chico	12.8	235
Decatur	12.8	235
Battle Creek	12.7	237
Fort Walton Beach	12.7	237
Ocala	12.7	237
Asheville	12.6	240
Billings	12.6	240
Las Cruces	12.6	240
Florence, S.C.	12.5	243
Vineland - Millville - Bridgeton	12.5	243
Eau Claire	12.4	245
Sioux City	12.4	245
Abilene	12.3	247
Mansfield	12.3	247
Medford	12.3	247
Midland, Tex.	12.3	247
Total Top 250	15,529.0	
Anderson, Ind.	12.1	251
Florence, Ala.	12.1	251
Athens	12.0	253
Sioux Falls	12.0	253
Texarkana	12.0	253
Pueblo	11.9	256
Redding	11.9	256
Bangor	11.8	258
Joplin	11.8	258
Lynchburg	11.8	258
Wichita Falls	11.8	258
Altoona	11.7	262
Wausau	11.7	262
Sarasota	11.6	264
Anniston	11.4	265
Yuba City	11.4	265
Bradenton	11.3	267
Terre Haute	11.2	268
Kenosha	11.0	269
Bloomington - Normal	10.8	270
Kankakee	10.6	271
Panama City	10.6	271
Burlington, Vt.	10.4	273
Pittsfield	10.4	273
Bellingham	10.3	275
Muncie	10.3	275
Sharon	10.2	277
Williamsport	10.2	277
Bismarck	10.0	279
Glens Falls	10.0	279
Kokomo	10.0	279
Santa Fe	9.7	282
Lafayette - West Lafayette	9.6	283
Sheboygan	9.6	283
Bryan - College Station	9.5	285
Gadsden	9.5	285
Pine Bluff	9.3	287
Rochester, Minn.	9.3	287
Wilmington, N.C.	9.3	287
Fayetteville - Springdale	9.2	290
Charlottesville	9.1	291
Dubuque	9.1	291
Lewiston - Auburn	9.1	291
Danville, Va.	9.0	294
San Angelo	9.0	294
Victoria	8.8	296
Casper	8.6	297
Owensboro	8.6	297
Rapid City	8.5	299
Columbia, Mo.	8.4	300
Naples	8.4	300
Hagerstown	8.3	302
Elmira	8.2	303
Sherman - Denison	8.2	303
Cumberland	8.1	305
Great Falls	8.1	305
St. Joseph	7.9	307
Grand Forks	7.8	308
La Crosse	7.8	308
State College	7.6	310
Cheyenne	7.5	311
Jackson, Tenn.	7.2	312
Bloomington, Ind.	7.1	313
Burlington, N.C.	7.0	314
Enid	6.7	315
Iowa City	6.7	315
Lawrence, Kan.	5.4	317
Total Above Areas	16,176.5	
Percent of U.S.	74.8112	
U.S. Total	21,623.1	

CHILDREN 6 TO 17 YEARS OLD

Area	(Thous.)	Rank
Los Angeles - Long Beach	1,292.0	1
New York	1,274.3	2
Chicago	1,043.4	3
Philadelphia	814.7	4
Detroit	805.9	5
Boston - Lawrence - Salem - Lowell - Brockton	607.2	6
Washington	596.3	7
Houston	573.6	8
Nassau - Suffolk	503.4	9
Atlanta	446.8	10
St. Louis	422.9	11
Dallas	405.3	12
Minneapolis - St. Paul	390.4	13
Baltimore	389.4	14
Anaheim - Santa Ana	354.6	15
Pittsburgh	340.7	16
Newark	326.3	17
San Diego	324.6	18
Riverside - San Bernardino	322.5	19
Cleveland	314.0	20
Phoenix	307.5	21
Oakland	298.8	22
Denver	275.3	23
Seattle	266.3	24
Miami - Hialeah	260.6	25
Tampa - St. Petersburg - Clearwater	259.8	26
Kansas City	254.9	27
Cincinnati	248.5	28
New Orleans	244.8	29
Milwaukee	241.3	30
San Jose	235.5	31
San Antonio	231.0	32
Columbus, Ohio	218.2	33
Indianapolis	218.1	34
Norfolk - Virginia Beach - Newport News	217.4	35
Bergen - Passaic	204.6	36
Fort Worth - Arlington	203.9	37
Sacramento	201.5	38
Salt Lake City - Ogden	200.9	39
San Francisco	192.6	40
Charlotte - Gastonia - Rock Hill	186.5	41
Portland, Ore.	179.2	42
Hartford - New Britain - Middletown - Bristol	177.9	43
Rochester, N.Y.	174.6	44
Memphis	171.9	45
Louisville	169.8	46
Buffalo	165.6	47
Monmouth - Ocean	162.8	48
Oklahoma City	162.8	48
Dayton - Springfield	162.1	50
Total Top 50	18,045.0	
Middlesex - Somerset - Hunterdon	158.4	51
Birmingham	155.1	52
Greensboro - Winston-Salem - High Point	154.4	53
Nashville	152.7	54
Fort Lauderdale - Hollywood - Pompano Beach	151.0	55
Orlando	146.7	56
Jacksonville, Fla.	144.8	57
Albany - Schenectady - Troy	143.6	58
Bridgeport - Stamford - Norwalk - Danbury	142.3	59
Providence - Pawtucket - Woonsocket	142.0	60
Honolulu	136.3	61
Richmond - Petersburg	136.1	62
Tulsa	126.2	63
New Haven - Waterbury - Meriden	125.5	64
Gary - Hammond	121.0	65
Syracuse	117.2	66
El Paso	115.0	67
Scranton - Wilkes-Barre	114.2	68
Oxnard - Ventura	114.0	69
Grand Rapids	113.5	70
Worcester - Fitchburg - Leominster	113.1	71
Omaha	111.0	72
Akron	110.8	73
Austin	108.8	74
Toledo	106.3	75
Greenville - Spartanburg	105.4	76
Allentown - Bethlehem	104.1	77
Baton Rouge	103.5	78
Tucson	101.4	79
Fresno	100.9	80
Raleigh - Durham	99.0	81
Knoxville	97.7	82
Springfield, Mass.	95.3	83
Wilmington, Del.	95.3	83
Harrisburg - Lebanon - Carlisle	95.2	85
West Palm Beach - Boca Raton - Delray Beach	95.1	86
Las Vegas	92.8	87
Charleston, S.C.	89.4	88
Mobile	88.4	89
Youngstown - Warren	88.3	90
Little Rock - North Little Rock	88.2	91
Lake County, Ill.	87.6	92
Flint	87.3	93
Jersey City	86.7	94
Tacoma	86.2	95
New Bedford - Fall River - Attleboro	86.1	96
Bakersfield	84.5	97
Saginaw - Bay City - Midland	82.1	98
Albuquerque	81.7	99
McAllen - Edinburg - Mission	81.6	100
Total Top 100	23,408.8	
Johnson City - Kingsport - Bristol	76.8	101
Columbia, S.C.	76.5	102
Joliet	74.9	103
Chattanooga	74.8	104
Lansing - East Lansing	73.8	105
Jackson, Miss.	73.0	106
Corpus Christi	72.1	107
Canton	71.8	108
Stockton	70.3	109
Beaumont - Port Arthur	70.1	110
Wichita	69.7	111
York	69.5	112
Augusta	69.1	113
Davenport - Rock Island - Moline	68.1	114
Shreveport	66.0	115
Aurora - Elgin	65.4	116
Lancaster	65.4	116
Des Moines	65.0	118
Fort Wayne	65.0	118
Peoria	64.1	120
Vallejo - Fairfield - Napa	64.0	121
Lakeland - Winter Haven	61.2	122
Colorado Springs	60.8	123
Huntington - Ashland	59.2	124
Spokane	59.2	124
Pensacola	59.1	126
Utica - Rome	56.9	127
Melbourne - Titusville - Palm Bay	55.5	128
Brownsville - Harlingen	55.4	129
Manchester - Nashua	54.8	130
Appleton - Oshkosh - Neenah	54.7	131
Montgomery	54.7	131
Portsmouth - Dover - Rochester	54.5	133
Visalia - Tulare - Porterville	54.0	134
Modesto	53.5	135
Lexington-Fayette	53.3	136
Lorain - Elyria	53.2	137
Salinas - Seaside - Monterey	53.1	138
Santa Rosa - Petaluma	53.1	138
Orange County, N.Y.	52.3	140
Macon - Warner Robins	52.2	141
Rockford	51.7	142
Madison	51.1	143
Reading	50.7	144
Erie	50.4	145
Trenton	50.0	146
Santa Barbara - Santa Maria - Lompoc	48.8	147
Atlantic City	48.1	148
Hamilton - Middletown	47.5	149
Evansville	47.4	150
Total Top 150	26,430.6	
Provo - Orem	46.7	151
Fayetteville, N.C.	46.6	152
Binghamton	46.4	153
Poughkeepsie	45.6	154
Johnstown	43.8	155
Columbus, Ga.	43.1	156
Charleston, W.Va.	42.7	157
Salem, Ore.	42.2	158
Anchorage	42.1	159
Duluth	41.7	160
Eugene - Springfield	41.7	160
Savannah	41.7	160
New London - Norwich	41.6	163
Daytona Beach	41.4	164
Lafayette, La.	41.2	165
Houma - Thibodaux	40.0	166
Huntsville	39.5	167
South Bend - Mishawaka	39.4	168
Vancouver	39.4	168
Ann Arbor	39.2	170
Hickory	38.9	171
Galveston - Texas City	38.7	172
Niagara Falls	37.9	173
Portland, Me.	37.7	174
Brazoria	37.1	175
Lubbock	36.9	176
Biloxi - Gulfport	36.7	177
Killeen - Temple	36.7	177
Roanoke	36.6	179
Fort Myers - Cape Coral	35.9	180
Green Bay	35.2	181
Kalamazoo	35.2	181
Springfield, Mo.	35.0	183
Tallahassee	34.5	184
Boise	34.2	185
St. Cloud	33.9	186
Boulder - Longmont	33.3	187
Lake Charles	33.2	188
Beaver County, Pa.	33.0	189
Yakima	32.9	190
Racine	32.7	191
Amarillo	32.2	192
Fort Smith	32.1	193
Springfield, Ill.	32.0	194
Reno	31.4	195
Benton Harbor	31.3	196
Merced	30.7	197
Santa Cruz	30.4	198
Cedar Rapids	30.1	199
Longview - Marshall	29.8	200
Total Top 200	28,302.8	
Waco	29.5	201
Wheeling	29.4	202
Fort Pierce	29.2	203
Lincoln	29.1	204
Muskegon	29.0	205
Lima	28.6	206
Laredo	28.3	207
Bremerton	28.1	208
Gainesville	27.9	209
Parkersburg - Marietta	27.9	209
Ocala	27.6	211
Sarasota	27.5	212
Monroe	27.4	213
Asheville	27.1	214
Alexandria, La.	27.0	215
Fort Collins - Loveland	27.0	215
Elkhart - Goshen	26.8	217
Steubenville - Weirton	26.4	218
Jackson, Mich.	26.3	219
Tyler	26.3	219
Waterloo - Cedar Falls	26.3	219
Pascagoula	26.2	222
Richland - Kennewick - Pasco	26.1	223
Vineland - Millville - Bridgeton	26.1	223
Topeka	26.0	225
Clarksville - Hopkinsville	25.9	226
Janesville - Beloit	25.8	227
Anderson, S.C.	25.5	228
Florence, Ala.	25.3	229
Olympia	25.3	229
Odessa	24.7	231
Fort Walton Beach	24.4	232
Battle Creek	24.3	233
Anderson, Ind.	24.2	234
Lynchburg	24.2	234
Albany, Ga.	24.1	236
Eau Claire	24.1	236
Greeley	24.1	236
Bangor	24.0	239
Dothan	23.7	240
Tuscaloosa	23.7	240
Pittsfield	23.3	242
Mansfield	23.2	243
Medford	23.1	244
Florence, S.C.	23.0	245
Chico	22.9	246
Redding	22.9	246
Altoona	22.8	248
Decatur	22.6	249
Las Cruces	22.6	249
Total Top 250	29,789.6	
Bradenton	22.4	251
Champaign - Urbana - Rantoul	22.4	251
Joplin	22.3	253
Burlington, Vt.	22.2	254
Fargo - Moorhead	22.2	254
Pueblo	22.2	254
Glens Falls	22.1	257
Kenosha	22.1	257
Athens	21.9	259
Anniston	21.6	260
Texarkana	21.6	260
Sharon	21.5	262
Wausau	21.4	263
Muncie	20.9	264
Billings	20.8	265
Terre Haute	20.7	266
Sioux Falls	20.6	267
Lawton	20.4	268
Panama City	20.4	268
Sioux City	20.1	270
Williamsport	20.1	270
Wilmington, N.C.	19.7	272
Kokomo	19.6	273
Yuba City	19.6	273
Midland, Tex.	19.4	275
Santa Fe	19.4	275
Wichita Falls	19.4	275
Abilene	19.3	278
Kankakee	19.3	278
Danville, Va.	19.2	280
Hagerstown	18.8	281
Gadsden	18.4	282
Dubuque	18.1	283
Lewiston - Auburn	18.1	283
Bellingham	18.0	285
Bloomington - Normal	18.0	285
Jacksonville, N.C.	17.8	287
Sheboygan	17.7	288
Charlottesville	17.5	289
Cumberland	17.5	289
Burlington, N.C.	17.1	291
Rochester, Minn.	17.0	292
Lafayette - West Lafayette	16.9	293
Fayetteville - Springdale	16.7	294
Pine Bluff	16.7	294
Elmira	16.6	296
Naples	16.6	296
Bismarck	16.4	298
Owensboro	16.1	299
State College	15.7	300
San Angelo	15.4	301
Sherman - Denison	15.3	302
Victoria	14.7	303
Bryan - College Station	14.6	304
La Crosse	14.6	304
Columbia, Mo.	14.5	306
St. Joseph	13.9	307
Great Falls	13.7	308
Jackson, Tenn.	13.1	309
Rapid City	13.0	310
Bloomington, Ind.	12.8	311
Casper	12.8	311
Cheyenne	12.6	313
Iowa City	10.8	314
Grand Forks	10.6	315
Enid	10.1	316
Lawrence, Kan.	8.5	317
Total Above Areas	30,981.1	
Percent of U.S.	73.4475	
U.S. Total	42,183.1	

HOUSEHOLDS

Area	(Thous.)	Rank
New York	3,349.7	1
Los Angeles - Long Beach	2,963.5	2
Chicago	2 238.0	3
Philadelphia	1,756.2	4
Detroit	1,581.6	5
Boston - Lawrence - Salem - Lowell - Brockton	1,373.2	6
Washington	1,291.8	7
Houston	1,168.8	8
Atlanta	902.7	9
St. Louis	873.7	10
Nassau - Suffolk	873.6	11
Dallas	858.1	12
Pittsburgh	846.2	13
Minneapolis - St. Paul	843.6	14
Baltimore	827.9	15
Tampa - St. Petersburg - Clearwater	786.6	16
San Diego	786.5	17
Anaheim - Santa Ana	755.0	18
Oakland	736.1	19
Phoenix	719.1	20
Cleveland	715.2	21
Seattle	686.2	22
Riverside - San Bernardino	685.1	23
Newark	676.9	24
Miami - Hialeah	665.3	25
Denver	656.8	26
San Francisco	655.6	27
Kansas City	561.3	28
Milwaukee	527.7	29
Cincinnati	521.8	30
New Orleans	493.6	31
Sacramento	493.2	32
Fort Lauderdale - Hollywood - Pompano Beach	492.0	33
Columbus, Ohio	488.8	34
San Jose	488.2	35
Bergen - Passaic	476.7	36
Portland, Ore.	450.8	37
Indianapolis	443.7	38
Norfolk - Virginia Beach - Newport News	432.1	39
Fort Worth - Arlington	431.7	40
San Antonio	406.4	41
Hartford - New Britain - Middletown - Bristol	394.1	42
Charlotte - Gastonia - Rock Hill	387.6	43
Oklahoma City	377.7	44
Rochester, N.Y.	366.1	45
Buffalo	361.0	46
Louisville	356.2	47
Monmouth - Ocean	354.1	48
Dayton - Springfield	353.2	49
Birmingham	346.4	50
Total Top 50	**40,277.4**	
Greensboro - Winston-Salem - High Point	341.8	51
Nashville	336.8	52
Salt Lake City - Ogden	336.3	53
Memphis	332.1	54
Middlesex - Somerset - Hunterdon	326.5	55
Orlando	324.8	56
Providence - Pawtucket - Woonsocket	323.2	57
Albany - Schenectady - Troy	320.8	58
West Palm Beach - Boca Raton - Delray Beach	311.9	59
Jacksonville, Fla.	308.5	60
Bridgeport - Stamford - Norwalk - Danbury	292.5	61
Richmond - Petersburg	289.9	62
Tulsa	285.9	63
New Haven - Waterbury - Meriden	284.4	64
Scranton - Wilkes-Barre	279.0	65
Austin	262.0	66
Honolulu	256.4	67
Tucson	253.0	68
Allentown - Bethlehem	249.9	69
Worcester - Fitchburg - Leominster	241.8	70
Akron	241.4	71
Raleigh - Durham	238.3	72
Syracuse	237.4	73
Knoxville	229.9	74
Toledo	229.7	75
Omaha	228.3	76
Grand Rapids	226.2	77
Greenville - Spartanburg	226.1	78
Las Vegas	223.6	79
Harrisburg - Lebanon - Carlisle	220.7	80
Gary - Hammond	219.4	81
Springfield, Mass.	213.3	82
Jersey City	212.7	83
Fresno	207.2	84
Oxnard - Ventura	200.5	85
Tacoma	197.1	86
Wilmington, Del.	192.6	87
Baton Rouge	191.5	88
Youngstown - Warren	190.4	89
Little Rock - North Little Rock	183.5	90
New Bedford - Fall River - Attleboro	179.5	91
Albuquerque	178.3	92
Mobile	170.1	93
Bakersfield	169.5	94
Johnson City - Kingsport - Bristol	166.2	95
Charleston, S.C.	165.6	96
Wichita	165.1	97
El Paso	162.2	98
Chattanooga	160.9	99
Flint	158.5	100
Total Top 100	**52,230.6**	
Columbia, S.C.	157.6	101
Lake County, Ill.	156.6	102
Des Moines	152.3	103
Lansing - East Lansing	150.6	104
Stockton	149.9	105
York	149.5	106
Canton	148.4	107
Davenport - Rock Island - Moline	146.8	108
Saginaw - Bay City - Midland	145.8	109
Beaumont - Port Arthur	140.7	110
Spokane	139.9	111
Jackson, Miss.	139.2	112
Lancaster	138.8	113
Melbourne - Titusville - Palm Bay	138.7	114
Peoria	137.5	115
Vallejo - Fairfield - Napa	135.7	116
Lakeland - Winter Haven	135.1	117
Santa Rosa - Petaluma	134.5	118
Shreveport	133.8	119
Augusta	133.3	120
Daytona Beach	133.0	121
Madison	132.7	122
Colorado Springs	131.0	123
Fort Wayne	128.5	124
Joliet	125.6	125
Huntington - Ashland	125.1	126
Santa Barbara - Santa Maria - Lompoc	124.7	127
Reading	124.5	128
Lexington-Fayette	124.0	129
Aurora - Elgin	121.9	130
Pensacola	120.3	131
Corpus Christi	119.0	132
Atlantic City	118.8	133
Utica - Rome	115.7	134
Sarasota	113.1	135
Fort Myers - Cape Coral	112.6	136
Portsmouth - Dover - Rochester	112.3	137
Trenton	111.7	138
Manchester - Nashua	110.1	139
Appleton - Oshkosh - Neenah	109.1	140
Salinas - Seaside - Monterey	109.0	141
Modesto	107.7	142
Evansville	107.6	143
Charleston, W.Va.	105.2	144
Montgomery	105.1	145
Rockford	104.4	146
Eugene - Springfield	104.3	147
Erie	103.3	148
Binghamton	98.8	149
Macon - Warner Robins	98.7	150
Total Top 150	**58,543.1**	
Ann Arbor	98.4	151
Duluth	97.9	152
Hamilton - Middletown	96.8	153
Johnstown	95.9	154
Lorain - Elyria	95.4	155
Salem, Ore.	94.6	156
McAllen - Edinburg - Mission	94.2	157
Reno	92.5	158
Visalia - Tulare - Porterville	92.5	158
Orange County, N.Y.	92.1	160
New London - Norwich	89.2	161
South Bend - Mishawaka	87.8	162
Poughkeepsie	87.6	163
Anchorage	87.4	164
Portland, Me.	86.4	165
Boulder - Longmont	85.2	166
Roanoke	84.5	167
Savannah	84.3	168
Springfield, Mo.	84.1	169
Fayetteville, N.C.	83.9	170
Santa Cruz	82.6	171
Columbus, Ga.	82.3	172
Fort Pierce	81.0	173
Niagara Falls	80.1	174
Kalamazoo	79.8	175
Hickory	79.7	176
Lincoln	79.7	176
Huntsville	79.0	178
Galveston - Texas City	78.8	179
Springfield, Ill.	78.7	180
Vancouver	78.7	180
Lubbock	78.5	182
Tallahassee	78.4	183
Bradenton	75.5	184
Lafayette, La.	75.4	185
Killeen - Temple	75.0	186
Amarillo	74.6	187
Beaver County, Pa.	73.4	188
Boise	72.9	189
Gainesville	72.7	190
Biloxi - Gulfport	70.5	191
Wheeling	69.8	192
Brownsville - Harlingen	69.0	193
Waco	68.9	194
Provo - Orem	68.7	195
Fort Collins - Loveland	67.9	196
Chico	67.4	197
Green Bay	67.2	198
Yakima	67.0	199
Brazoria	66.6	200
Total Top 200	**62,593.6**	
Cedar Rapids	66.6	200
Asheville	66.1	202
Fort Smith	65.7	203
Ocala	65.3	204
Houma - Thibodaux	62.9	205
Racine	62.9	205
Topeka	62.6	207
Bremerton	62.2	208
Longview - Marshall	61.9	209
Lake Charles	61.8	210
Champaign - Urbana - Rantoul	61.5	211
Benton Harbor	60.8	212
Parkersburg - Marietta	59.2	213
Steubenville - Weirton	58.2	214
Waterloo - Cedar Falls	57.9	215
Lima	56.4	216
Muskegon	55.9	217
St. Cloud	55.6	218
Olympia	55.5	219
Tyler	55.4	220
Pittsfield	54.7	221
Merced	54.4	222
Fargo - Moorhead	54.2	223
Anderson, S.C.	54.1	224
Florence, Ala.	52.7	225
Medford	52.6	226
Elkhart - Goshen	52.3	227
Tuscaloosa	52.2	228
Battle Creek	51.6	229
Janesville - Beloit	51.6	229
Jackson, Mich.	51.3	231
Richland - Kennewick - Pasco	51.3	231
Clarksville - Hopkinsville	51.1	233
Monroe	51.1	233
Altoona	51.0	235
Athens	50.9	236
Odessa	50.8	237
Greeley	50.6	238
Decatur	50.3	239
Joplin	50.3	239
Alexandria, La.	49.9	241
Lynchburg	49.5	242
Redding	49.4	243
Eau Claire	49.2	244
Naples	49.2	244
Terre Haute	49.2	244
Anderson, Ind.	48.6	247
Billings	48.5	248
Mansfield	48.5	248
Fort Walton Beach	48.4	250
Total Top 250	**65,337.5**	
Bangor	48.3	251
Pueblo	47.9	252
Vineland - Millville - Bridgeton	47.5	253
Sioux Falls	47.3	254
Sharon	47.0	255
Dothan	46.3	256
Bloomington - Normal	45.5	257
Burlington, Vt.	45.5	257
Charlottesville	45.5	257
Wichita Falls	45.2	260
Sioux City	44.8	261
Muncie	44.3	262
Texarkana	44.2	263
Anniston	44.1	264
Kenosha	44.1	264
Bellingham	44.0	266
Williamsport	44.0	266
Panama City	43.4	268
Wilmington, N.C.	43.3	269
Abilene	43.1	270
Lafayette - West Lafayette	42.6	271
Pascagoula	42.6	271
Florence, S.C.	41.2	273
Wausau	41.1	274
Midland, Tex.	41.0	275
Yuba City	40.9	276
Bryan - College Station	40.6	277
Hagerstown	40.5	278
Danville, Va.	40.3	279
Glens Falls	40.0	280
Fayetteville - Springdale	39.9	281
Cumberland	39.6	282
Albany, Ga.	39.5	283
Gadsden	39.4	284
Las Cruces	39.4	284
Santa Fe	39.2	286
Columbia, Mo.	39.0	287
State College	39.0	287
Kokomo	38.4	289
Burlington, N.C.	38.2	290
Lawton	38.1	291
Kankakee	37.1	292
Lewiston - Auburn	37.1	292
Sheboygan	37.1	292
Sherman - Denison	37.0	295
Bloomington, Ind.	36.0	296
Rochester, Minn.	35.6	297
San Angelo	35.0	298
Jacksonville, N.C.	34.8	299
Elmira	34.5	300
La Crosse	34.5	300
Iowa City	33.5	302
Bismarck	32.4	303
Owensboro	32.4	303
St. Joseph	32.1	305
Great Falls	31.7	306
Laredo	31.4	307
Dubuque	31.2	308
Pine Bluff	30.6	309
Jackson, Tenn.	28.9	310
Casper	28.8	311
Rapid City	28.7	312
Cheyenne	28.4	313
Victoria	26.5	314
Enid	25.6	315
Lawrence, Kans.	25.4	316
Grand Forks	23.7	317
Total Above Areas	**67,913.3**	
Percent of U.S.	**76.8166**	
U.S. Total	**88,409.7**	

ONE-PERSON HOUSEHOLDS

Area	(Thous.)	Rank
New York	1,105.8	1
Los Angeles - Long Beach	845.8	2
Chicago	613.6	3
Philadelphia	448.2	4
Detroit	382.9	5
Boston - Lawrence - Salem - Lowell - Brockton	381.1	6
Washington	354.3	7
Houston	296.3	8
Pittsburgh	236.4	9
San Francisco	234.0	10
Minneapolis - St. Paul	229.2	11
Dallas	222.1	12
St. Louis	221.3	13
Tampa - St. Petersburg - Clearwater	217.1	14
Atlanta	208.9	15
Oakland	208.3	16
Cleveland	205.3	17
San Diego	198.5	18
Seattle	197.9	19
Baltimore	197.4	20
Denver	196.7	21
Phoenix	190.8	22
Miami - Hialeah	179.6	23
Anaheim - Santa Ana	176.4	24
Newark	160.1	25
Riverside - San Bernardino	149.8	26
Kansas City	146.8	27
Cincinnati	144.8	28
Milwaukee	144.3	29
Columbus, Ohio	140.6	30
Fort Lauderdale - Hollywood - Pompano Beach	139.8	31
Nassau - Suffolk	138.6	32
Sacramento	136.7	33
New Orleans	133.8	34
Portland, Ore.	126.9	35
San Jose	118.8	36
Bergen - Passaic	112.5	37
Indianapolis	107.9	38
Norfolk - Virginia Beach - Newport News	100.3	39
Oklahoma City	99.3	40
Hartford - New Britain - Middletown - Bristol	98.9	41
Dayton - Springfield	97.4	42
Fort Worth - Arlington	97.1	43
Buffalo	94.7	44
Rochester, N.Y.	94.7	44
West Palm Beach - Boca Raton - Delray Beach	89.7	46
Louisville	89.4	47
Monmouth - Ocean	89.4	47
Charlotte - Gastonia - Rock Hill	88.9	49
Albany - Schenectady - Troy	87.1	50
Total Top 50	10,776.2	
San Antonio	87.1	50
Providence - Pawtucket - Woonsocket	85.9	52
Birmingham	85.4	53
Greensboro - Winston-Salem - High Point	82.9	54
Jacksonville, Fla.	79.6	55
Nashville	79.3	56
Orlando	77.6	57
Memphis	76.7	58
Scranton - Wilkes-Barre	74.9	59
Tulsa	73.9	60
New Haven - Waterbury - Meriden	73.4	61
Austin	73.3	62
Tucson	73.2	63
Middlesex - Somerset - Hunterdon	70.2	64
Richmond - Petersburg	69.9	65
Bridgeport - Stamford - Norwalk - Danbury	66.2	66
Salt Lake City - Ogden	65.9	67
Las Vegas	65.5	68
Akron	63.8	69
Toledo	63.8	69
Raleigh - Durham	63.3	71
Allentown - Bethlehem	62.7	72
Jersey City	61.7	73
Omaha	61.4	74
Worcester - Fitchburg - Leominster	61.0	75
Syracuse	59.9	76
Harrisburg - Lebanon - Carlisle	58.5	77
Knoxville	57.0	78
Springfield, Mass.	55.7	79
Greenville - Spartanburg	55.3	80
Tacoma	52.4	81
Grand Rapids	52.1	82
Youngstown - Warren	48.0	83
Albuquerque	47.0	84
Honolulu	46.4	85
Fresno	45.9	86
Des Moines	45.1	87
Gary - Hammond	45.1	87
Wichita	44.3	89
Wilmington, Del.	43.9	90
Baton Rouge	43.2	91
Little Rock - North Little Rock	42.4	92
New Bedford - Fall River - Attleboro	41.9	93
Columbia, S.C.	41.1	94
Madison	40.8	95
Mobile	39.9	96
Davenport - Rock Island - Moline	39.4	97
Spokane	39.4	97
Bakersfield	37.7	99
Chattanooga	37.5	100
Total Top 100	13,734.7	
Stockton	37.4	101
Daytona Beach	37.1	102
Flint	36.8	103
Johnson City - Kingsport - Bristol	36.8	103
Charleston, S.C.	36.1	105
Santa Rosa - Petaluma	36.1	105
Melbourne - Titusville - Palm Bay	36.0	107
Oxnard - Ventura	35.9	108
Lansing - East Lansing	35.3	109
Peoria	35.2	110
Shreveport	34.6	111
Colorado Springs	34.2	112
Lexington-Fayette	34.2	112
Canton	34.0	114
York	33.9	115
Atlantic City	33.4	116
Lake County, Ill.	32.3	117
Santa Barbara - Santa Maria - Lompoc	32.3	117
Reading	32.1	119
Jackson, Miss.	32.0	120
Sarasota	32.0	120
Vallejo - Fairfield - Napa	31.9	122
Saginaw - Bay City - Midland	31.8	123
Lakeland - Winter Haven	30.8	124
Augusta	30.7	125
Beaumont - Port Arthur	30.2	126
Lancaster	30.1	127
Fort Wayne	29.9	128
Huntington - Ashland	29.4	129
Reno	29.2	130
Utica - Rome	29.2	130
Eugene - Springfield	28.7	132
El Paso	27.9	133
Appleton - Oshkosh - Neenah	27.6	134
Evansville	27.6	134
Aurora - Elgin	27.5	136
Charleston, W.Va.	27.2	137
Trenton	27.2	137
Duluth	27.1	139
Pensacola	26.9	140
Fort Myers - Cape Coral	26.6	141
Rockford	26.5	142
Ann Arbor	26.3	143
Manchester - Nashua	26.2	144
Binghamton	25.4	145
Portsmouth - Dover - Rochester	25.4	145
Erie	25.3	147
Montgomery	25.3	147
Springfield, Ill.	24.8	149
Modesto	24.2	150
Total Top 150	15,269.3	
Salinas - Seaside - Monterey	24.0	151
Lincoln	23.7	152
Portland, Me.	23.6	153
Joliet	23.5	154
Boulder - Longmont	23.3	155
Corpus Christi	23.2	156
Johnstown	23.2	156
Salem, Ore.	23.0	158
South Bend - Mishawaka	22.7	159
Hamilton - Middletown	22.1	160
Roanoke	22.1	160
Anchorage	22.0	162
New London - Norwich	21.9	163
Macon - Warner Robins	21.8	164
Lorain - Elyria	21.7	165
Santa Cruz	21.7	165
Springfield, Mo.	21.5	167
Tallahassee	20.6	168
Kalamazoo	20.5	169
Poughkeepsie	20.5	169
Savannah	20.0	171
Huntsville	19.8	172
Niagara Falls	19.5	173
Bradenton	19.4	174
Champaign - Urbana - Rantoul	19.3	175
Wheeling	19.3	175
Cedar Rapids	19.0	177
Orange County, N.Y.	19.0	177
Gainesville	18.9	179
Amarillo	18.8	180
Fort Pierce	18.8	180
Lubbock	18.7	182
Topeka	18.7	182
Columbus, Ga.	18.6	184
Green Bay	18.4	185
Chico	18.0	186
Galveston - Texas City	18.0	186
Vancouver	18.0	186
Visalia - Tulare - Porterville	17.8	189
Lafayette, La.	17.6	190
Asheville	17.5	191
Boise	17.4	192
Biloxi - Gulfport	17.3	193
Hickory	17.1	194
Waco	17.1	194
Fort Collins - Loveland	16.3	196
Beaver County, Pa.	16.2	197
Fayetteville, N.C.	15.6	198
Fargo - Moorhead	15.5	199
Pittsfield	15.5	199
Total Top 200	16,257.8	
Yakima	15.1	201
Fort Smith	15.0	202
Ocala	15.0	202
Racine	15.0	202
Waterloo - Cedar Falls	14.9	205
Bremerton	14.7	206
Benton Harbor	14.5	207
Sioux Falls	14.4	208
Killeen - Temple	14.3	209
Steubenville - Weirton	14.3	209
Longview - Marshall	14.1	211
Olympia	14.1	211
Billings	13.9	213
Decatur	13.9	213
Parkersburg - Marietta	13.9	213
Lima	13.6	216
Lake Charles	13.5	217
McAllen - Edinburg - Mission	13.5	217
Tuscaloosa	13.3	219
Terre Haute	13.2	220
Battle Creek	13.1	221
Bloomington - Normal	13.1	221
Janesville - Beloit	13.0	223
Muskegon	13.0	223
Charlottesville	12.9	225
Pueblo	12.9	225
Joplin	12.8	227
Altoona	12.7	228
Mansfield	12.6	229
Anderson, S.C.	12.4	230
Medford	12.4	230
Naples	12.4	230
Sioux City	12.3	233
Tyler	12.3	233
Florence, Ala.	12.2	235
Monroe	12.2	235
Alexandria, La.	12.1	237
Athens	12.1	237
Eau Claire	12.1	237
Redding	11.7	240
Anderson, Ind.	11.6	241
Lynchburg	11.6	241
Burlington, Vt.	11.5	243
Houma - Thibodaux	11.5	243
Lafayette - West Lafayette	11.5	243
Odessa	11.5	243
Richland - Kennewick - Pasco	11.5	243
Jackson, Mich.	11.4	248
Greeley	11.3	249
Kenosha	11.3	249
Total Top 250	16,906.2	
Wichita Falls	11.3	249
Brazoria	11.2	252
Sharon	11.2	252
Bellingham	11.1	254
Brownsville - Harlingen	11.1	254
Elkhart - Goshen	11.1	254
Iowa City	11.1	254
Santa Fe	11.1	254
Columbia, Mo.	11.0	259
Bloomington, Ind.	10.9	260
Anniston	10.8	261
Fort Walton Beach	10.7	262
Muncie	10.7	262
St. Cloud	10.7	262
Williamsport	10.7	262
Wilmington, N.C.	10.7	262
Merced	10.5	267
Bangor	10.4	268
Bryan - College Station	10.4	268
Texarkana	10.4	268
Panama City	10.3	271
Abilene	10.2	272
Vineland - Millville - Bridgeton	10.2	272
Dothan	10.0	274
Cumberland	9.9	275
Kankakee	9.8	276
State College	9.8	276
Clarksville - Hopkinsville	9.6	278
Yuba City	9.6	278
Lewiston - Auburn	9.5	280
Great Falls	9.4	281
Hagerstown	9.4	281
Fayetteville - Springdale	9.3	283
La Crosse	9.3	283
Sherman - Denison	9.3	283
Wausau	9.3	283
Glens Falls	9.2	287
Rochester, Minn.	9.2	287
Burlington, N.C.	9.1	289
Midland, Tex.	9.1	289
Gadsden	9.0	291
Kokomo	9.0	291
Sheboygan	9.0	291
Danville, Va.	8.9	294
Las Cruces	8.8	295
Florence, S.C.	8.7	296
St. Joseph	8.6	297
Elmira	8.5	298
Provo - Orem	8.5	298
San Angelo	8.5	298
Owensboro	8.4	301
Cheyenne	8.0	302
Dubuque	8.0	302
Pascagoula	8.0	302
Albany, Ga.	7.7	305
Bismarck	7.7	305
Lawton	7.5	307
Casper	7.3	308
Lawrence, Kans.	7.3	308
Rapid City	7.3	308
Jackson, Tenn.	7.2	311
Pine Bluff	6.9	312
Enid	6.7	313
Grand Forks	6.1	314
Jacksonville, N.C.	5.9	315
Victoria	5.1	316
Laredo	4.7	317
Total Above Areas	17,522.1	
Percent of U.S.	78.4074	
U.S. Total	22,347.5	

EFFECTIVE BUYING INCOME (EBI)

Area	($000)	Rank
New York	108,623,082	1
Los Angeles - Long Beach	103,058,676	2
Chicago	81,641,854	3
Philadelphia	59,290,349	4
Washington	56,708,739	5
Detroit	54,066,452	6
Boston - Lawrence - Salem - Lowell - Brockton	53,598,409	7
Houston	42,698,869	8
Nassau - Suffolk	42,362,957	9
Dallas	31,808,658	10
Minneapolis - St. Paul	31,738,802	11
Anaheim - Santa Ana	31,573,345	12
Atlanta	31,304,372	13
St. Louis	29,752,563	14
San Diego	28,842,528	15
Oakland	28,345,176	16
Newark	27,973,971	17
Baltimore	27,124,595	18
San Francisco	26,444,917	19
Pittsburgh	25,343,955	20
Seattle	24,534,691	21
Cleveland	22,986,935	22
Denver	22,874,225	23
Phoenix	21,989,680	24
Riverside - San Bernardino	21,934,257	25
Tampa - St. Petersburg - Clearwater	21,929,640	26
San Jose	21,436,862	27
Bergen - Passaic	20,712,344	28
Miami - Hialeah	20,317,285	29
Kansas City	19,831,816	30
Milwaukee	17,626,161	31
Cincinnati	16,733,802	32
Fort Lauderdale - Hollywood - Pompano Beach	16,237,183	33
Sacramento	16,056,007	34
Hartford - New Britain - Middletown - Bristol	15,535,093	35
Fort Worth - Arlington	15,100,721	36
Columbus, Ohio	15,097,445	37
Bridgeport - Stamford - Norwalk - Danbury	14,839,344	38
Indianapolis	14,447,461	39
Middlesex - Somerset - Hunterdon	14,317,913	40
New Orleans	14,250,176	41
Norfolk - Virginia Beach - Newport News	14,159,756	42
Portland, Ore.	13,932,168	43
Monmouth - Ocean	13,875,891	44
Rochester, N.Y.	12,983,066	45
San Antonio	12,546,804	46
Oklahoma City	11,736,769	47
Charlotte - Gastonia - Rock Hill	11,727,909	48
Dayton - Springfield	11,157,848	49
Buffalo	11,142,465	50
Total Top 50	**1,424,363,986**	
New Haven - Waterbury - Meriden	11,002,198	51
West Palm Beach - Boca Raton - Delray Beach	10,851,533	52
Louisville	10,789,342	53
Nashville	10,564,098	54
Providence - Pawtucket - Woonsocket	10,563,394	55
Albany - Schenectady - Troy	10,529,873	56
Greensboro - Winston-Salem - High Point	10,205,304	57
Honolulu	10,194,917	58
Salt Lake City - Ogden	10,035,151	59
Orlando	9,981,357	60
Richmond - Petersburg	9,784,898	61
Memphis	9,455,274	62
Birmingham	9,316,427	63
Jacksonville, Fla.	9,111,850	64
Austin	8,713,829	65
Tulsa	8,568,828	66
Worcester - Fitchburg - Leominster	8,313,188	67
Oxnard - Ventura	8,157,543	68
Omaha	8,129,004	69
Syracuse	8,023,609	70
Allentown - Bethlehem	7,973,483	71
Grand Rapids	7,788,549	72
Raleigh - Durham	7,749,780	73
Akron	7,398,194	74
Scranton - Wilkes-Barre	7,326,080	75
Toledo	7,242,616	76
Lake County, Ill.	7,232,102	77
Wilmington, Del.	7,074,002	78
Harrisburg - Lebanon - Carlisle	6,991,737	79
Springfield, Mass.	6,637,123	80
Fresno	6,632,413	81
Gary - Hammond	6,627,958	82
Tucson	6,595,885	83
Las Vegas	6,590,562	84
Wichita	6,289,776	85
Jersey City	6,149,669	86
Knoxville	6,097,300	87
Baton Rouge	5,902,844	88
Greenville - Spartanburg	5,850,765	89
Youngstown - Warren	5,812,759	90
Little Rock - North Little Rock	5,595,916	91
Bakersfield	5,465,373	92
New Bedford - Fall River - Attleboro	5,321,074	93
Tacoma	5,205,197	94
Lansing - East Lansing	5,191,086	95
Albuquerque	5,059,465	96
Des Moines	4,964,824	97
Davenport - Rock Island - Moline	4,956,299	98
Columbia, S.C.	4,920,637	99
Peoria	4,913,425	100
Total Top 100	**1,804,202,278**	
Vallejo - Fairfield - Napa	4,806,271	101
Flint	4,802,031	102
Santa Rosa - Petaluma	4,749,039	103
Mobile	4,691,504	104
Santa Barbara - Santa Maria - Lompoc	4,620,091	105
Beaumont - Port Arthur	4,615,967	106
Joliet	4,598,076	107
El Paso	4,562,671	108
Stockton	4,524,739	109
Aurora - Elgin	4,516,473	110
Saginaw - Bay City - Midland	4,498,194	111
York	4,497,236	112.
Trenton	4,477,588	113
Charleston, S.C.	4,468,168	114
Canton	4,379,865	115
Lancaster	4,324,798	116
Madison	4,282,823	117
Johnson City - Kingsport - Bristol	4,260,849	118
Chattanooga	4,228,099	119
Manchester - Nashua	4,190,087	120
Portsmouth - Dover - Rochester	4,092,179	121
Jackson, Miss.	4,004,809	122
Fort Wayne	3,989,568	123
Colorado Springs	3,982,489	124
Salinas - Seaside - Monterey	3,958,553	125
Shreveport	3,897,256	126
Melbourne - Titusville - Palm Bay	3,849,764	127
Augusta	3,849,224	128
Anchorage	3,792,676	129
Lexington-Fayette	3,744,100	130
Reading	3,742,480	131
Corpus Christi	3,655,862	132
Ann Arbor	3,594,480	133
Atlantic City	3,539,276	134
Lakeland - Winter Haven	3,532,084	135
Pensacola	3,528,386	136
New London - Norwich	3,516,288	137
Spokane	3,514,223	138
Daytona Beach	3,500,364	139
Appleton - Oshkosh - Neenah	3,453,489	140
Rockford	3,433,660	141
Utica - Rome	3,366,294	142
Poughkeepsie	3,355,281	143
Evansville	3,292,060	144
Sarasota	3,222,036	145
Fort Myers - Cape Coral	3,215,893	146
Lorain - Elyria	3,200,023	147
Modesto	3,193,520	148
Binghamton	3,172,765	149
Orange County, N.Y.	3,156,054	150
Total Top 150	**2,001,441,983**	
Erie	3,109,661	151
Huntington - Ashland	3,032,076	152
Macon - Warner Robins	3,028,415	153
Hamilton - Middletown	3,003,333	154
Charleston, W.Va.	2,986,523	155
Montgomery	2,943,622	156
Reno	2,936,766	157
Santa Cruz	2,929,492	158
Lincoln	2,895,531	159
Boulder - Longmont	2,838,830	160
Kalamazoo	2,778,161	161
Duluth	2,772,772	162
Galveston - Texas City	2,679,724	163
Eugene - Springfield	2,677,232	164
Portland, Me.	2,658,783	165
South Bend - Mishawaka	2,656,676	166
Brazoria	2,607,219	167
Huntsville	2,560,999	168
Roanoke	2,519,632	169
Niagara Falls	2,480,297	170
Savannah	2,471,925	171
Fayetteville, N.C.	2,428,655	172
Springfield, Mo.	2,410,630	173
Lafayette, La.	2,381,451	174
Springfield, Ill.	2,380,836	175
Amarillo	2,351,983	176
Salem, Ore.	2,346,257	177
Vancouver	2,340,583	178
Beaver County, Pa.	2,335,053	179
Lubbock	2,306,797	180
Killeen - Temple	2,301,818	181
Johnstown	2,295,880	182
Visalia - Tulare - Porterville	2,280,033	183
Boise	2,275,529	184
Topeka	2,259,480	185
Hickory	2,244,990	186
Columbus, Ga.	2,209,192	187
Tallahassee	2,195,954	188
Cedar Rapids	2,175,220	189
McAllen - Edinburg - Mission	2,156,484	190
Fort Pierce	2,090,458	191
Green Bay	2,075,950	192
Bradenton	2,064,030	193
Racine	2,046,957	194
Fort Collins - Loveland	2,007,809	195
Gainesville	1,968,202	196
Houma - Thibodaux	1,936,504	197
Longview - Marshall	1,914,517	198
Champaign - Urbana - Rantoul	1,908,985	199
Bremerton	1,907,965	200
Total Top 200	**2,123,807,854**	
Waco	1,907,771	201
Waterloo - Cedar Falls	1,883,726	202
Biloxi - Gulfport	1,838,196	203
Tyler	1,830,375	204
Richland - Kennewick - Pasco	1,827,169	205
Wheeling	1,820,652	206
Benton Harbor	1,814,373	207
Lake Charles	1,807,759	208
Fargo - Moorhead	1,793,397	209
Pittsfield	1,749,044	210
Jackson, Mich.	1,747,261	211
Odessa	1,735,538	212
Fort Smith	1,732,278	213
Midland, Tex.	1,716,154	214
Asheville	1,711,710	215
Provo - Orem	1,709,339	216
Chico	1,707,361	217
Decatur	1,699,274	218
Brownsville - Harlingen	1,677,039	219
Muskegon	1,669,082	220
St. Cloud	1,667,541	221
Janesville - Beloit	1,665,256	222
Yakima	1,654,879	223
Olympia	1,640,675	224
Sioux Falls	1,630,842	225
Lima	1,618,633	226
Bloomington - Normal	1,617,607	227
Battle Creek	1,599,929	228
Kenosha	1,599,091	229
Elkhart - Goshen	1,580,775	230
Parkersburg - Marietta	1,575,994	231
Merced	1,537,181	232
Steubenville - Weirton	1,536,642	233
Lynchburg	1,532,729	234
Naples	1,479,335	235
Anderson, Ind.	1,479,035	236
Ocala	1,476,713	237
Burlington, Vt.	1,474,545	238
Charlottesville	1,455,795	239
Mansfield	1,428,850	240
Fort Walton Beach	1,428,138	241
Clarksville - Hopkinsville	1,404,366	242
Vineland - Millville - Bridgeton	1,402,377	243
Eau Claire	1,384,086	244
Anderson, S.C.	1,371,360	245
Terre Haute	1,370,162	246
Wichita Falls	1,368,871	247
Billings	1,365,111	248
Santa Fe	1,345,980	249
Bangor	1,345,642	250
Total Top 250	**2,204,223,820**	
Lafayette - West Lafayette	1,345,272	251
Greeley	1,344,039	252
Athens	1,332,798	253
Columbia, Mo.	1,330,050	254
Muncie	1,308,580	255
Sharon	1,298,181	256
Alexandria, La.	1,296,018	257
Monroe	1,292,668	258
Joplin	1,287,735	259
Tuscaloosa	1,283,819	260
Abilene	1,275,362	261
Medford	1,274,776	262
Bryan - College Station	1,270,827	263
Altoona	1,270,448	264
Redding	1,268,345	265
Pascagoula	1,267,945	266
Kokomo	1,267,793	267
Florence, Ala.	1,264,994	268
Rochester, Minn.	1,264,113	269
Sioux City	1,241,217	270
Pueblo	1,208,555	271
Wausau	1,186,214	272
Sheboygan	1,182,123	273
Glens Falls	1,179,721	274
Bellingham	1,175,065	275
Williamsport	1,173,715	276
Lawton	1,170,923	277
Hagerstown	1,156,175	278
Dothan	1,151,420	279
Wilmington, N.C.	1,128,108	280
Sherman - Denison	1,120,259	281
Texarkana	1,120,252	282
Albany, Ga.	1,130,857	283
San Angelo	1,095,732	284
Bismarck	1,094,949	285
Danville, Va.	1,092,524	286
State College	1,090,378	287
Kankakee	1,086,308	288
Anniston	1,085,193	289
La Crosse	1,079,773	290
Iowa City	1,079,050	291
Yuba City	1,064,809	292
Burlington, N.C.	1,044,196	293
Bloomington, Ind.	1,019,427	294
Fayetteville - Springdale	1,007,529	295
Grand Forks	995,110	296
Cumberland	988,106	297
Florence, S.C.	985,445	298
Casper	982,703	299
Lewiston - Auburn	966,877	300
Elmira	963,738	301
Panama City	939,590	302
Las Cruces	937,476	303
Jacksonville, N.C.	935,846	304
St. Joseph	934,168	305
Dubuque	931,084	306
Rapid City	919,500	307
Owensboro	880,846	308
Gadsden	879,399	309
Victoria	852,222	310
Great Falls	840,338	311
Cheyenne	832,825	312
Lawrence, Kans.	817,446	313
Enid	775,387	314
Jackson, Tenn.	752,530	315
Pine Bluff	751,574	316
Laredo	709,915	317
Total Above Areas	**2,277,993,000**	
Percent of U.S.	**81.3316**	
U.S. Total	**2,800,204,300**	

HOUSEHOLDS WITH EBI OF $50,000 AND OVER

Area	(Thous.)	Rank
Los Angeles - Long Beach	536.8	1
New York	509.7	2
Chicago	431.2	3
Washington	394.3	4
Boston - Lawrence - Salem - Lowell - Brockton	304.4	5
Nassau - Suffolk	287.5	6
Philadelphia	277.0	7
Detroit	257.9	8
Houston	226.8	9
Anaheim - Santa Ana	198.7	10
Dallas	175.2	11
Newark	173.4	12
Oakland	172.6	13
Atlanta	171.6	14
Minneapolis - St. Paul	162.6	15
San Francisco	160.3	16
San Jose	146.0	17
San Diego	144.8	18
St. Louis	139.0	19
Seattle	135.2	20
Baltimore	132.6	21
Bergen - Passaic	131.2	22
Denver	120.7	23
Miami - Hialeah	102.3	24
Bridgeport - Stamford - Norwalk - Danbury	102.0	25
Cleveland	99.9	26
Kansas City	96.9	27
Riverside - San Bernardino	95.9	28
Phoenix	94.2	29
Pittsburgh	92.7	30
Tampa - St. Petersburg - Clearwater	91.9	31
Hartford - New Britain - Middletown - Bristol	90.0	32
Middlesex - Somerset - Hunterdon	89.7	33
Fort Lauderdale - Hollywood - Pompano Beach	85.0	34
Monmouth - Ocean	78.3	35
Fort Worth - Arlington	76.2	36
Sacramento	73.7	37
Milwaukee	71.5	38
Cincinnati	69.5	39
New Haven - Waterbury - Meriden	64.0	40
Indianapolis	62.2	41
Norfolk - Virginia Beach - Newport News	61.1	42
Rochester, N.Y.	61.1	42
New Orleans	60.6	44
West Palm Beach - Boca Raton - Delray Beach	58.7	45
Portland, Ore.	58.1	46
Honolulu	57.7	47
Columbus, Ohio	57.4	48
San Antonio	53.7	49
Oxnard - Ventura	50.6	50
Total Top 50	7,444.4	
Oklahoma City	48.3	51
Richmond - Petersburg	47.8	52
Nashville	46.7	53
Orlando	46.4	54
Providence - Pawtucket - Woonsocket	45.9	55
Dayton - Springfield	45.1	56
Austin	44.4	57
Albany - Schenectady - Troy	43.5	58
Lake County, Ill.	42.5	59
Charlotte - Gastonia - Rock Hill	41.8	60
Jacksonville, Fla.	41.6	61
Buffalo	40.3	62
Louisville	40.1	63
Memphis	38.5	64
Omaha	37.9	65
Worcester - Fitchburg - Leominster	37.6	66
Salt Lake City - Ogden	37.5	67
Greensboro - Winston-Salem - High Point	37.4	68
Wilmington, Del.	36.3	69
Raleigh - Durham	34.6	70
Syracuse	34.4	71
Grand Rapids	34.0	72
Tulsa	33.1	73
Birmingham	32.8	74
Wichita	32.1	75
Allentown - Bethlehem	31.2	76
Fresno	29.3	77
Toledo	29.2	78
Las Vegas	28.8	79
Akron	27.8	80
Anchorage	26.8	81
Baton Rouge	26.4	82
Harrisburg - Lebanon - Carlisle	26.2	83
Trenton	25.7	84
Jersey City	24.9	85
Manchester - Nashua	24.7	86
Santa Rosa - Petaluma	24.7	86
Bakersfield	24.6	88
Springfield, Mass.	24.6	88
Santa Barbara - Santa Maria - Lompoc	24.4	90
Gary - Hammond	23.4	91
Peoria	23.3	92
Vallejo - Fairfield - Napa	23.3	92
Lansing - East Lansing	23.1	94
Youngstown - Warren	22.7	95
Tucson	22.6	96
Beaumont - Port Arthur	22.3	97
Portsmouth - Dover - Rochester	22.2	98
Knoxville	21.9	99
Little Rock - North Little Rock	21.6	100
Total Top 100	9,070.7	
Joliet	20.6	101
Aurora - Elgin	20.5	102
Davenport - Rock Island - Moline	20.3	103
Albuquerque	19.6	104
New London - Norwich	19.4	105
Columbia, S.C.	18.8	106
Des Moines	18.7	107
Scranton - Wilkes-Barre	18.6	108
New Bedford - Fall River - Attleboro	18.5	109
Stockton	18.2	110
Ann Arbor	18.0	111
Salinas - Seaside - Monterey	18.0	111
Mobile	17.4	113
Poughkeepsie	17.3	114
El Paso	17.2	115
Flint	17.2	115
Saginaw - Bay City - Midland	17.0	117
Madison	16.5	118
Greenville - Spartanburg	16.1	119
Jackson, Miss.	16.1	119
Colorado Springs	15.8	121
Pensacola	15.7	122
Santa Cruz	15.7	122
Tacoma	15.7	122
Shreveport	15.5	125
Corpus Christi	15.2	126
Lancaster	14.8	127
Melbourne - Titusville - Palm Bay	14.8	127
Augusta	14.7	129
Brazoria	14.6	130
Macon - Warner Robins	14.6	130
Reno	14.5	132
Lexington-Fayette	14.4	133
Boulder - Longmont	14.3	134
Fort Wayne	14.3	134
Canton	14.0	136
York	13.9	137
Atlantic City	13.7	138
Daytona Beach	13.7	138
Chattanooga	13.6	140
Galveston - Texas City	13.6	140
Sarasota	13.6	140
Lincoln	13.5	143
Lorain - Elyria	13.5	143
Johnson City - Kingsport - Bristol	13.3	145
Huntsville	13.1	146
Kalamazoo	12.9	147
Fort Myers - Cape Coral	12.8	148
Binghamton	12.7	149
Orange County, N.Y.	12.7	149
Total Top 150	9,859.9	
Rockford	12.7	149
Charleston, S.C.	12.6	152
Evansville	12.4	153
Reading	12.4	153
Modesto	11.9	155
Hamilton - Middletown	11.5	156
Lakeland - Winter Haven	11.4	157
Appleton - Oshkosh - Neenah	11.3	158
Savannah	11.3	158
Lafayette, La.	10.9	160
Montgomery	10.9	160
Topeka	10.7	162
Utica - Rome	10.5	163
Erie	10.4	164
Richland - Kennewick - Pasco	10.3	165
Charleston, W.Va.	10.2	166
Spokane	10.0	167
Amarillo	9.9	168
Tallahassee	9.9	168
Midland, Tex.	9.8	170
Portland, Me.	9.8	170
South Bend - Mishawaka	9.4	172
Roanoke	9.3	173
Tyler	9.0	174
Vancouver	9.0	174
Beaver County, Pa.	8.8	176
Boise	8.8	176
Gainesville	8.5	178
Longview - Marshall	8.4	179
Lubbock	8.4	179
Springfield, Mo.	8.4	179
Fort Collins - Loveland	8.3	182
Niagara Falls	8.3	182
Springfield, Ill.	8.2	184
Bradenton	8.1	185
Odessa	8.1	185
Kenosha	8.0	187
Jackson, Mich.	7.9	188
Houma - Thibodaux	7.7	189
Duluth	7.6	190
Eugene - Springfield	7.6	190
Huntington - Ashland	7.5	192
Bremerton	7.4	193
Fort Pierce	7.4	193
Killeen - Temple	7.4	193
Racine	7.4	193
Santa Fe	7.4	193
Bloomington - Normal	7.3	198
Decatur	7.2	199
Waco	7.2	199
Total Top 200	10,324.7	
Cedar Rapids	7.1	201
Pittsfield	7.0	202
Fargo - Moorhead	6.9	203
Lake Charles	6.9	203
Champaign - Urbana - Rantoul	6.8	205
Naples	6.8	205
Columbus, Ga.	6.7	207
Olympia	6.7	207
Benton Harbor	6.6	209
McAllen - Edinburg - Mission	6.6	209
Waterloo - Cedar Falls	6.6	209
Burlington, Vt.	6.5	212
Green Bay	6.5	212
Kokomo	6.5	212
Battle Creek	6.4	215
Lynchburg	6.4	215
Charlottesville	6.3	217
Bryan - College Station	6.2	218
Visalia - Tulare - Porterville	6.2	218
Columbia, Mo.	6.1	220
Fort Walton Beach	6.1	220
Janesville - Beloit	6.1	220
Sioux Falls	6.1	220
Hickory	6.0	224
Fayetteville, N.C.	5.9	225
Muskegon	5.9	225
Anderson, Ind.	5.8	227
Rochester, Minn.	5.7	228
Salem, Ore.	5.6	229
Biloxi - Gulfport	5.5	230
Brownsville - Harlingen	5.5	230
Grand Forks	5.4	232
Merced	5.4	232
Chico	5.3	234
Elkhart - Goshen	5.3	234
Fort Smith	5.2	236
St. Cloud	5.1	237
Lima	5.0	238
Wichita Falls	5.0	238
Lafayette - West Lafayette	4.9	240
Vineland - Millville - Bridgeton	4.9	240
Yakima	4.8	242
Asheville	4.7	243
Athens	4.7	243
Bismarck	4.7	243
Johnstown	4.7	243
Sherman - Denison	4.7	243
San Angelo	4.6	248
Wheeling	4.6	248
Abilene	4.5	250
Total Top 250	10,614.2	
Casper	4.5	250
Muncie	4.5	250
Alexandria, La.	4.4	253
Billings	4.4	253
Iowa City	4.4	253
Mansfield	4.4	253
Pascagoula	4.4	253
Greeley	4.3	258
Monroe	4.3	258
Ocala	4.3	258
Terre Haute	4.3	258
Parkersburg - Marietta	4.2	262
Provo - Orem	4.2	262
Pueblo	4.1	264
Albany, Ga.	4.0	265
Bellingham	4.0	265
Hagerstown	4.0	265
Bangor	3.9	268
Eau Claire	3.9	268
Lawton	3.9	268
Redding	3.9	268
Joplin	3.8	272
Sheboygan	3.8	272
Steubenville - Weirton	3.8	272
Tuscaloosa	3.8	272
Glens Falls	3.7	276
Clarksville - Hopkinsville	3.6	277
La Crosse	3.6	277
Victoria	3.6	277
Bloomington, Ind.	3.5	280
Danville, Va.	3.5	280
Kankakee	3.5	280
Rapid City	3.5	280
Sharon	3.5	280
Sioux City	3.5	280
Texarkana	3.5	280
Anderson, S.C.	3.4	287
Lawrence, Kans.	3.4	287
St. Joseph	3.4	287
State College	3.4	287
Cheyenne	3.3	291
Wausau	3.3	291
Wilmington, N.C.	3.3	291
Yuba City	3.3	291
Florence, Ala.	3.2	295
Las Cruces	3.1	296
Medford	3.1	296
Burlington, N.C.	3.0	298
Dothan	3.0	298
Fayetteville - Springdale	3.0	298
Williamsport	3.0	298
Enid	2.9	302
Cumberland	2.8	303
Altoona	2.7	304
Elmira	2.7	304
Owensboro	2.7	304
Dubuque	2.6	307
Florence, S.C.	2.6	307
Jackson, Tenn.	2.6	307
Lewiston - Auburn	2.6	307
Panama City	2.5	311
Pine Bluff	2.5	311
Anniston	2.4	313
Great Falls	2.3	314
Laredo	2.2	315
Gadsden	1.9	316
Jacksonville, N.C.	1.1	317
Total Above Areas	10,844.0	
Percent of U.S.	87.6219	
U.S. Total	12,375.9	

SUBURBAN EBI

Area	($000)	Rank
Los Angeles - Long Beach	52,942,851	1
Chicago	46,999,443	2
Washington	43,358,921	3
Nassau - Suffolk	42,362,957	4
Detroit	41,742,338	5
Philadelphia	41,297,098	6
Boston - Lawrence - Salem - Lowell - Brockton	37,924,397	7
Anaheim - Santa Ana	25,959,175	8
Atlanta	25,816,390	9
Newark	24,107,894	10
St. Louis	23,257,709	11
Minneapolis - St. Paul	21,787,834	12
Oakland	21,541,964	13
Pittsburgh	20,760,415	14
New York	19,746,778	15
Baltimore	19,674,771	16
Bergen - Passaic	19,486,871	17
Houston	19,461,804	18
Cleveland	18,020,215	19
Riverside - San Bernardino	17,569,593	20
Seattle	16,361,831	21
Denver	16,200,060	22
Dallas	15,743,556	23
San Francisco	15,066,461	24
Tampa - St. Petersburg - Clearwater	14,665,466	25
San Diego	14,239,867	26
Miami - Hialeah	13,898,722	27
Monmouth - Ocean	13,875,891	28
Middlesex - Somerset - Hunterdon	13,458,166	29
Cincinnati	12,620,986	30
Hartford - New Britain - Middletown - Bristol	11,917,977	31
Kansas City	11,393,387	32
Fort Lauderdale - Hollywood - Pompano Beach	10,974,267	33
Sacramento	10,814,248	34
San Jose	10,568,644	35
Rochester, N.Y.	10,279,153	36
Milwaukee	10,183,149	37
Portland, Ore.	9,372,847	38
Bridgeport - Stamford - Norwalk - Danbury	9,002,440	39
Dayton - Springfield	8,649,937	40
New Orleans	8,409,426	41
Orlando	8,323,874	42
West Palm Beach - Boca Raton - Delray Beach	8,128,477	43
Albany - Schenectady - Troy	8,024,567	44
Columbus, Ohio	7,942,216	45
Buffalo	7,838,277	46
Providence - Pawtucket - Woonsocket	7,634,377	47
Salt Lake City - Ogden	7,586,202	48
Louisville	7,464,464	49
Richmond - Petersburg	6,980,777	50
Total Top 50	**911,439,130**	
Fort Worth - Arlington	6,743,995	51
New Haven - Waterbury - Meriden	6,741,957	52
Birmingham	6,535,542	53
Wilmington, Del.	6,346,892	54
Charlotte - Gastonia - Rock Hill	6,320,380	55
Syracuse	6,225,001	56
Lake County, Ill.	5,948,597	57
Harrisburg - Lebanon - Carlisle	5,931,292	58
Scranton - Wilkes-Barre	5,787,720	59
Phoenix	5,764,691	60
Indianapolis	5,706,690	61
Greensboro - Winston-Salem - High Point	5,665,778	62
Allentown - Bethlehem	5,653,069	63
Oxnard - Ventura	5,536,888	64
Worcester - Fitchburg - Leominster	5,530,092	65
Grand Rapids	5,347,714	66
Oklahoma City	4,978,986	67
Greenville - Spartanburg	4,854,441	68
Honolulu	4,784,888	69
Nashville	4,556,298	70
Akron	4,530,786	71
Las Vegas	4,403,470	72
San Antonio	4,249,100	73
Youngstown - Warren	4,235,844	74
Gary - Hammond	4,222,860	75
York	4,066,486	76
Knoxville	3,929,417	77
Columbia, S.C.	3,910,567	78
Springfield, Mass.	3,899,674	79
Raleigh - Durham	3,814,933	80
Lancaster	3,794,315	81
Charleston, S.C.	3,789,511	82
Tulsa	3,745,039	83
Joliet	3,689,134	84
Tacoma	3,666,824	85
Bakersfield	3,594,281	86
Jersey City	3,564,886	87
Trenton	3,561,530	88
Fresno	3,453,208	89
Augusta	3,440,796	90
Austin	3,328,352	91
Flint	3,311,481	92
Baton Rouge	3,191,114	93
Atlantic City	3,185,403	94
Canton	3,184,202	95
Portsmouth - Dover - Rochester	3,182,204	96
Toledo	3,167,075	97
Orange County, N.Y.	3,156,054	98
New Bedford - Fall River - Attleboro	3,109,491	99
Lansing - East Lansing	3,094,695	100
Total Top 100	**1,135,872,778**	
Johnson City - Kingsport - Bristol	3,016,301	101
Poughkeepsie	2,982,685	102
Reading	2,971,374	103
Tucson	2,939,225	104
Daytona Beach	2,912,245	105
Saginaw - Bay City - Midland	2,853,781	106
Santa Rosa - Petaluma	2,826,243	107
Omaha	2,814,693	108
Peoria	2,809,922	109
Pensacola	2,780,973	110
Norfolk - Virginia Beach - Newport News	2,672,740	111
New London - Norwich	2,648,384	112
Memphis	2,646,230	113
Lakeland - Winter Haven	2,609,736	114
Brazoria	2,607,219	115
Chattanooga	2,606,184	116
Sarasota	2,564,917	117
Binghamton	2,561,195	118
Aurora - Elgin	2,520,837	119
Jacksonville, Fla.	2,505,168	120
Des Moines	2,504,898	121
Melbourne - Titusville - Palm Bay	2,481,580	122
Santa Barbara - Santa Maria - Lompoc	2,478,994	123
Beaumont - Port Arthur	2,470,349	124
Mobile	2,470,111	125
Davenport - Rock Island - Moline	2,444,092	126
Santa Cruz	2,349,276	127
Beaver County, Pa.	2,335,053	128
Little Rock - North Little Rock	2,318,526	129
Utica - Rome	2,220,195	130
Charleston, W.Va.	2,214,690	131
Vallejo - Fairfield - Napa	2,205,562	132
Fort Myers - Cape Coral	2,188,905	133
Huntington - Ashland	2,186,451	134
Salinas - Seaside - Monterey	2,182,918	135
Ann Arbor	2,167,690	136
Fort Wayne	2,146,494	137
Madison	2,085,093	138
Stockton	2,062,806	139
Johnstown	2,024,294	140
Wichita	2,002,416	141
Portland, Me.	1,947,387	142
Hickory	1,937,368	143
Kalamazoo	1,887,308	144
Erie	1,881,881	145
Hamilton - Middletown	1,862,344	146
Appleton - Oshkosh - Neenah	1,841,971	147
Vancouver	1,838,381	148
Manchester - Nashua	1,834,974	149
Fort Pierce	1,789,005	150
Total Top 150	**1,255,083,837**	
Spokane	1,785,235	151
Evansville	1,783,525	152
Niagara Falls	1,775,075	153
Rockford	1,741,949	154
Benton Harbor	1,721,341	155
Jackson, Miss.	1,717,901	156
Lorain - Elyria	1,717,171	157
Fayetteville, N.C.	1,709,944	158
Bradenton	1,652,737	159
Bremerton	1,514,571	160
Duluth	1,512,131	161
Salem, Ore.	1,478,956	162
Reno	1,448,537	163
Roanoke	1,432,898	164
Galveston - Texas City	1,432,257	165
Chico	1,420,936	166
Wheeling	1,401,279	167
Houma - Thibodaux	1,399,927	168
Modesto	1,386,099	169
Jackson, Mich.	1,315,643	170
Killeen - Temple	1,300,823	171
Muskegon	1,288,240	172
Visalia - Tulare - Porterville	1,284,007	173
Lafayette, La.	1,283,221	174
Macon - Warner Robins	1,267,314	175
Olympia	1,265,987	176
St. Cloud	1,240,530	177
Lexington-Fayette	1,214,691	178
Boulder - Longmont	1,211,415	179
Eugene - Springfield	1,202,263	180
Lima	1,168,866	181
Fort Walton Beach	1,162,745	182
Yakima	1,161,262	183
Sharon	1,127,011	184
Pittsfield	1,111,567	185
Anderson, S.C.	1,107,177	186
Racine	1,099,679	187
Asheville	1,096,805	188
McAllen - Edinburg - Mission	1,086,275	189
Burlington, Vt.	1,080,277	190
Springfield, Ill.	1,075,593	191
Gainesville	1,073,105	192
Naples	1,058,033	193
Ocala	1,057,745	194
Green Bay	1,057,105	195
Merced	1,056,095	196
South Bend - Mishawaka	1,047,603	197
Charlottesville	1,044,939	198
Lake Charles	1,029,740	199
Steubenville - Weirton	1,026,566	200
Total Top 200	**1,320,718,428**	
Parkersburg - Marietta	1,023,563	201
Colorado Springs	1,021,831	202
Bangor	1,021,307	203
Battle Creek	1,017,893	204
Glens Falls	1,005,622	205
Savannah	996,920	206
Albuquerque	995,080	207
Biloxi - Gulfport	942,840	208
Montgomery	941,164	209
Shreveport	934,543	210
Athens	934,249	211
Pascagoula	931,870	212
Tallahassee	911,331	213
Boise	909,627	214
Springfield, Mo.	906,180	215
Florence, Ala.	897,847	216
Elkhart - Goshen	879,733	217
Joplin	878,523	218
Mansfield	874,258	219
Tyler	869,499	220
Williamsport	863,225	221
Yuba City	858,220	222
Waco	848,927	223
Medford	847,390	224
Hagerstown	844,986	225
Corpus Christi	843,537	226
Fort Smith	836,598	227
Eau Claire	835,469	228
Monroe	826,608	229
State College	826,503	230
Terre Haute	820,266	231
Anderson, Ind.	815,619	232
Anniston	814,821	233
Wausau	814,235	234
Alexandria, La.	800,533	235
Provo - Orem	798,553	236
Kankakee	782,135	237
Lynchburg	778,919	238
Altoona	768,708	239
Greeley	767,516	240
Fort Collins - Loveland	764,271	241
Longview - Marshall	760,185	242
Redding	750,575	243
Cedar Rapids	747,005	244
Cumberland	742,582	245
Wilmington, N.C.	723,636	246
Kokomo	715,920	247
Jacksonville, N.C.	706,924	248
Bellingham	702,953	249
Champaign - Urbana - Rantoul	681,954	250
Total Top 250	**1,363,301,281**	
Santa Fe	679,261	251
Florence, S.C.	678,274	252
Elmira	669,625	253
Richland - Kennewick - Pasco	665,821	254
Panama City	663,852	255
Danville, Va.	638,526	256
Burlington, N.C.	630,743	257
Sheboygan	630,428	258
Janesville - Beloit	629,159	259
Brownsville - Harlingen	628,713	260
Kenosha	626,719	261
Tuscaloosa	616,719	262
Dothan	608,425	263
Huntsville	603,675	264
Texarkana	590,494	265
Lafayette - West Lafayette	588,183	266
Clarksville - Hopkinsville	586,072	267
Columbus, Ga.	583,077	268
Topeka	578,956	269
Waterloo - Cedar Falls	578,757	270
Muncie	574,079	271
Fargo - Moorhead	566,444	272
Columbia, Mo.	554,628	273
Bloomington - Normal	540,728	274
La Crosse	536,981	275
Bloomington, Ind.	533,808	276
Billings	529,537	277
Amarillo	517,468	278
Decatur	477,662	279
Gadsden	474,334	280
El Paso	464,626	281
Rochester, Minn.	463,787	282
Sherman - Denison	458,894	283
Iowa City	458,330	284
Las Cruces	445,079	285
Fayetteville - Springdale	398,136	286
Bismarck	380,815	287
Lubbock	372,592	288
Sioux City	368,054	289
Vineland - Millville - Bridgeton	367,478	290
Albany, Ga.	363,706	291
Odessa	357,818	292
Sioux Falls	355,501	293
Lewiston - Auburn	354,442	294
Owensboro	321,459	295
Lincoln	317,988	296
Grand Forks	310,012	297
Casper	305,043	298
Dubuque	292,193	299
Wichita Falls	289,586	300
Rapid City	281,499	301
Lawton	281,489	302
Jackson, Tenn.	240,543	303
Pueblo	236,395	304
Cheyenne	226,077	305
Victoria	224,337	306
Pine Bluff	218,515	307
Great Falls	200,684	308
Lawrence, Kans.	188,406	309
Enid	147,593	310
San Angelo	139,702	311
Midland, Tex.	139,209	312
St. Joseph	135,341	313
Abilene	120,946	314
Bryan - College Station	109,526	315
Laredo	92,186	316
Anchorage	0	317
Total Above Areas	**1,291,510,416**	
Percent of U.S.	**100.0000**	
U.S. Total	**1,291,510,416**	

MEDIAN HOUSEHOLD EBI

Area	($)	Rank
Nassau - Suffolk	38,289	1
Bridgeport - Stamford - Norwalk - Danbury	36,886	2
San Jose	35,702	3
Middlesex - Somerset - Hunterdon	35,302	4
Washington	35,172	5
Anchorage	34,793	6
Lake County, Ill.	34,370	7
Brazoria	33,818	8
Bergen - Passaic	33,231	9
Anaheim - Santa Ana	33,131	10
Oxnard - Ventura	32,716	11
Hartford - New Britain - Middletown - Bristol	31,464	12
Manchester - Nashua	31,088	13
Richland - Kennewick - Pasco	31,042	14
Newark	31,022	15
Joliet	30,919	16
New London - Norwich	30,506	17
Oakland	30,473	18
New Haven - Waterbury - Meriden	30,452	19
Midland, Tex.	30,404	20
Minneapolis - St. Paul	30,184	21
Trenton	30,154	22
Poughkeepsie	30,117	23
San Francisco	30,002	24
Kenosha	30,001	25
Aurora - Elgin	29,991	26
Portsmouth - Dover - Rochester	29,772	27
Boston - Lawrence - Salem - Lowell - Brockton	29,621	28
Honolulu	29,532	29
Monmouth - Ocean	29,528	30
Grand Forks	29,483	31
Seattle	29,232	32
Wichita	28,884	33
Wilmington, Del.	28,754	34
Rochester, Minn.	28,724	35
Casper	28,700	36
Houston	28,695	37
Denver	28,692	38
Lorain - Elyria	28,380	39
Peoria	28,331	40
Chicago	28,217	41
Vallejo - Fairfield - Napa	28,111	42
Dallas	28,110	43
Ann Arbor	27,844	44
Atlanta	27,770	45
Rochester, N.Y.	27,764	46
Kansas City	27,736	47
Fort Worth - Arlington	27,560	48
Topeka	27,502	49
Grand Rapids	27,437	50
Galveston - Texas City	27,413	51
Jackson, Mich.	27,405	52
Lincoln	27,402	53
Santa Rosa - Petaluma	27,397	54
Beaumont - Port Arthur	27,281	55
Detroit	27,260	56
Omaha	27,245	57
Richmond - Petersburg	27,160	58
Davenport - Rock Island - Moline	27,098	59
Lansing - East Lansing	27,094	60
Racine	27,060	61
Beaver County, Pa.	27,057	62
Odessa	26,987	63
Rockford	26,976	64
Janesville - Beloit	26,947	65
Kalamazoo	26,929	66
Kokomo	26,906	67
Baltimore	26,901	68
Santa Barbara - Santa Maria - Lompoc	26,885	69
Milwaukee	26,847	70
Boulder - Longmont	26,822	71
Worcester - Fitchburg - Leominster	26,693	72
Bloomington - Normal	26,691	73
St. Louis	26,667	74
Orange County, N.Y.	26,530	75
Decatur	26,456	76
Santa Fe	26,317	77
Cedar Rapids	26,258	78
Salinas - Seaside - Monterey	26,255	79
San Diego	26,155	80
Sheboygan	26,039	81
Indianapolis	25,936	82
Bismarck	25,929	83
Syracuse	25,895	84
Gary - Hammond	25,853	85
Philadelphia	25,827	86
Reno	25,751	87
Santa Cruz	25,721	88
Appleton - Oshkosh - Neenah	25,654	89
West Palm Beach - Boca Raton - Delray Beach	25,640	90
Victoria	25,636	91
Sioux Falls	25,517	92
Waterloo - Cedar Falls	25,497	93
Hamilton - Middletown	25,422	94
Allentown - Bethlehem	25,338	95
Des Moines	25,288	96
Vancouver	25,276	97
Cleveland	25,249	98
Los Angeles - Long Beach	25,229	99
Houma - Thibodaux	25,213	100
Saginaw - Bay City - Midland	25,156	101
Tyler	25,148	102
Green Bay	25,113	103
Madison	25,071	104
Fort Wayne	25,059	105
Bremerton	25,053	106
Flint	25,026	107
Fort Lauderdale - Hollywood - Pompano Beach	25,015	108
Harrisburg - Lebanon - Carlisle	24,935	109
Burlington, Vt.	24,908	110
Cincinnati	24,894	111
Fargo - Moorhead	24,883	112
Albany - Schenectady - Troy	24,872	113
Sacramento	24,851	114
Anderson, Ind.	24,815	115
Norfolk - Virginia Beach - Newport News	24,796	116
Portland, Ore.	24,760	117
Dayton - Springfield	24,752	118
Salt Lake City - Ogden	24,717	119
Niagara Falls	24,665	120
Raleigh - Durham	24,658	121
Providence - Pawtucket - Woonsocket	24,614	122
Battle Creek	24,562	123
Baton Rouge	24,546	124
Toledo	24,538	125
Pascagoula	24,508	126
Lancaster	24,488	127
Huntsville	24,485	128
Youngstown - Warren	24,472	129
Lake Charles	24,446	130
Austin	24,365	131
York	24,355	132
Macon - Warner Robins	24,300	133
Akron	24,295	134
Lynchburg	24,238	135
Phoenix	24,214	136
Lafayette, La.	24,196	137
Nashville	24,187	138
Canton	24,169	139
Binghamton	24,154	140
Riverside - San Bernardino	24,138	141
Longview - Marshall	24,096	142
Columbia, Mo.	24,037	143
Las Vegas	24,007	144
Bakersfield	24,006	145
Olympia	24,005	146
Boise	23,983	147
Pittsfield	23,899	148
Evansville	23,875	149
Buffalo	23,815	150
Columbus, Ohio	23,788	151
Reading	23,787	152
South Bend - Mishawaka	23,735	153
Erie	23,691	154
Oklahoma City	23,660	155
Elkhart - Goshen	23,643	156
Amarillo	23,626	157
Charlotte - Gastonia - Rock Hill	23,623	158
Mansfield	23,544	159
Springfield, Mass.	23,535	160
Orlando	23,519	161
Charlottesville	23,485	162
Columbia, S.C.	23,483	163
La Crosse	23,478	164
Muskegon	23,462	165
Fort Collins - Loveland	23,419	166
Dubuque	23,389	167
Wausau	23,309	168
Louisville	23,280	169
Springfield, Ill.	23,245	170
Corpus Christi	23,195	171
Colorado Springs	23,147	172
Pittsburgh	23,136	173
Hagerstown	23,124	174
Portland, Me.	23,098	175
St. Cloud	23,090	176
Tulsa	23,063	177
Enid	22,967	178
Fresno	22,953	179
Sherman - Denison	22,939	180
Lima	22,917	181
Roanoke	22,903	182
Benton Harbor	22,871	183
New Bedford - Fall River - Attleboro	22,852	184
Cheyenne	22,815	185
Duluth	22,815	185
Kankakee	22,780	187
Muncie	22,757	188
Jacksonville, Fla.	22,699	189
Pensacola	22,644	190
Greensboro - Winston-Salem - High Point	22,640	191
Lafayette - West Lafayette	22,602	192
Little Rock - North Little Rock	22,587	193
San Antonio	22,587	193
Stockton	22,587	193
Charleston, W.Va.	22,571	196
Fort Walton Beach	22,475	197
Iowa City	22,263	198
Billings	22,260	199
Glens Falls	22,251	200
Melbourne - Titusville - Palm Bay	22,239	201
Miami - Hialeah	22,152	202
Sharon	22,120	203
Albany, Ga.	22,111	204
Savannah	22,095	205
Vineland - Millville - Bridgeton	22,092	206
Rapid City	22,058	207
Utica - Rome	21,990	208
Steubenville - Weirton	21,983	209
Hickory	21,971	210
San Angelo	21,953	211
Modesto	21,917	212
Augusta	21,871	213
Lexington-Fayette	21,849	214
New Orleans	21,845	215
New York	21,815	216
St. Joseph	21,679	217
Lawrence, Kans.	21,573	218
Champaign - Urbana - Rantoul	21,541	219
Shreveport	21,538	220
Burlington, N.C.	21,459	221
Wichita Falls	21,449	222
Albuquerque	21,423	223
Lawton	21,349	224
Sarasota	21,267	225
Fort Myers - Cape Coral	21,255	226
Greeley	21,170	227
Bangor	21,138	228
Parkersburg - Marietta	21,114	229
Eau Claire	21,108	230
Memphis	21,097	231
Danville, Va.	21,072	232
Jersey City	21,060	233
Jackson, Miss.	21,038	234
Lubbock	21,034	235
Atlantic City	21,023	236
Elmira	21,010	237
Springfield, Mo.	20,972	238
Sioux City	20,925	239
Mobile	20,914	240
Abilene	20,894	241
Bryan - College Station	20,889	242
Terre Haute	20,856	243
Montgomery	20,834	244
Tampa - St. Petersburg - Clearwater	20,814	245
Wheeling	20,744	246
Owensboro	20,711	247
Tacoma	20,613	248
Naples	20,601	249
Anderson, S.C.	20,596	250
Bradenton	20,567	251
Great Falls	20,527	252
Williamsport	20,525	253
Bellingham	20,426	254
Chattanooga	20,323	255
Eugene - Springfield	20,220	256
Birmingham	20,201	257
Charleston, S.C.	20,158	258
Tallahassee	20,148	259
Merced	20,082	260
Killeen - Temple	20,066	261
Greenville - Spartanburg	20,019	262
El Paso	19,977	263
Scranton - Wilkes-Barre	19,949	264
State College	19,944	265
Tucson	19,894	266
Waco	19,867	267
Lewiston - Auburn	19,831	268
Pueblo	19,785	269
Jackson, Tenn.	19,767	270
Knoxville	19,760	271
Johnson City - Kingsport - Bristol	19,687	272
Wilmington, N.C.	19,664	273
Fayetteville, N.C.	19,660	274
Lakeland - Winter Haven	19,647	275
Cumberland	19,612	276
Provo - Orem	19,537	277
Spokane	19,532	278
Asheville	19,507	279
Altoona	19,423	280
Fort Pierce	19,412	281
Daytona Beach	19,389	282
Salem, Ore.	19,323	283
Gainesville	19,091	284
Texarkana	19,043	285
Bloomington, Ind.	19,033	286
Fort Smith	19,005	287
Athens	18,967	288
Columbus, Ga.	18,859	289
Joplin	18,764	290
Clarksville - Hopkinsville	18,732	291
Redding	18,731	292
Medford	18,728	293
Florence, Ala.	18,691	294
Yakima	18,578	295
Biloxi - Gulfport	18,453	296
Yuba City	18,450	297
Johnstown	18,426	298
Alexandria, La.	18,334	299
Huntington - Ashland	18,261	300
Dothan	18,256	301
Monroe	18,184	302
Fayetteville - Springdale	18,179	303
Florence, S.C.	18,157	304
Anniston	18,110	305
Tuscaloosa	17,900	306
Chico	17,893	307
Pine Bluff	17,645	308
Visalia - Tulare - Porterville	17,408	309
Brownsville - Harlingen	16,919	310
Panama City	16,725	311
Ocala	16,506	312
Las Cruces	16,482	313
Gadsden	16,249	314
McAllen - Edinburg - Mission	15,667	315
Jacksonville, N.C.	15,578	316
Laredo	15,135	317
Median Above Areas	**25,454**	
U.S. Median	**23,680**	

BUYING POWER INDEX (BPI)

Area	BPI	Rank
Los Angeles - Long Beach	3.6083	1
New York	3.5298	2
Chicago	2.7327	3
Philadelphia	2.0684	4
Detroit	1.8924	5
Boston - Lawrence - Salem - Lowell - Brockton	1.8604	6
Washington	1.8447	7
Houston	1.4943	8
Nassau - Suffolk	1.3985	9
Atlanta	1.1377	10
Dallas	1.1108	11
Minneapolis - St. Paul	1.1019	12
Anaheim - Santa Ana	1.0702	13
St. Louis	1.0627	14
San Diego	.9764	15
Baltimore	.9691	16
Oakland	.9367	17
Newark	.8970	18
San Francisco	.8957	19
Pittsburgh	.8850	20
Cleveland	.8269	21
Seattle	.8259	22
Phoenix	.7974	23
Tampa - St. Petersburg - Clearwater	.7945	24
Denver	.7907	25
Miami - Hialeah	.7867	26
Riverside - San Bernardino	.7712	27
San Jose	.7145	28
Kansas City	.7040	29
Bergen - Passaic	.6939	30
Milwaukee	.5994	31
Cincinnati	.5989	32
Fort Lauderdale - Hollywood - Pompano Beach	.5724	33
Sacramento	.5660	34
Columbus, Ohio	.5500	35
New Orleans	.5362	36
Fort Worth - Arlington	.5326	37
Indianapolis	.5321	38
Hartford - New Britain - Middletown - Bristol	.5267	39
Norfolk - Virginia Beach - Newport News	.5178	40
Portland, Ore.	.5040	41
Bridgeport - Stamford - Norwalk - Danbury	.4748	42
Middlesex - Somerset - Hunterdon	.4711	43
San Antonio	.4692	44
Monmouth - Ocean	.4553	45
Oklahoma City	.4525	46
Charlotte - Gastonia - Rock Hill	.4390	47
Rochester, N.Y.	.4347	48
Louisville	.3931	49
Dayton - Springfield	.3922	50
Total Top 50	**49.1964**	
Buffalo	.3911	51
Nashville	.3865	52
Orlando	.3815	53
Memphis	.3775	54
Salt Lake City - Ogden	.3771	55
Greensboro - Winston-Salem - High Point	.3747	56
Providence - Pawtucket - Woonsocket	.3714	57
West Palm Beach - Boca Raton - Delray Beach	.3713	58
New Haven - Waterbury - Meriden	.3671	59
Albany - Schenectady - Troy	.3669	60
Honolulu	.3588	61
Richmond - Petersburg	.3535	62
Birmingham	.3395	63
Jacksonville, Fla.	.3337	64
Tulsa	.3081	65
Austin	.3079	66
Worcester - Fitchburg - Leominster	.2873	67
Allentown - Bethlehem	.2785	68
Omgha	.2785	68
Grand Rapids	.2773	70
Raleigh - Durham	.2763	71
Toledo	.2760	72
Syracuse	.2744	73
Scranton - Wilkes-Barre	.2718	74
Oxnard - Ventura	.2656	75
Akron	.2650	76
Harrisburg - Lebanon - Carlisle	.2548	77
Las Vegas	.2519	78
Gary - Hammond	.2510	79
Springfield, Mass.	.2486	80
Knoxville	.2480	81
Wilmington, Del.	.2457	82
Tucson	.2415	83
Fresno	.2325	84
Lake County, Ill.	.2304	85
Greenville - Spartanburg	.2290	86
Baton Rouge	.2192	87
Jersey City	.2118	88
New Bedford - Fall River - Attleboro	.2091	89
Youngstown - Warren	.2068	90
Wichita	.2064	91
Little Rock - North Little Rock	.2048	92
Tacoma	.1947	93
Bakersfield	.1946	94
Albuquerque	.1907	95
Lansing - East Lansing	.1838	96
Flint	.1819	97
El Paso	.1797	98
Mobile	.1774	99
Columbia, S.C.	.1765	100
Total Top 100	**62.8845**	
Charleston, S.C.	.1746	101
Des Moines	.1726	102
Santa Barbara - Santa Maria - Lompoc	.1697	103
Saginaw - Bay City - Midland	.1691	104
Davenport - Rock Island - Moline	.1678	105
Beaumont - Port Arthur	.1669	106
Chattanooga	.1660	107
Johnson City - Kingsport - Bristol	.1644	108
Canton	.1607	109
Stockton	.1607	109
Vallejo - Fairfield - Napa	.1600	111
Peoria	.1592	112
Lancaster	.1565	113
Santa Rosa - Petaluma	.1562	114
Madison	.1546	115
Manchester - Nashua	.1539	116
York	.1537	117
Jackson, Miss.	.1502	118
Trenton	.1502	118
Colorado Springs	.1485	120
Portsmouth - Dover - Rochester	.1480	121
Joliet	.1465	122
Fort Wayne	.1462	123
Aurora - Elgin	.1459	124
Shreveport	.1447	125
Corpus Christi	.1438	126
Anchorage	.1432	127
Augusta	.1415	128
Melbourne - Titusville - Palm Bay	.1402	129
Lexington-Fayette	.1397	130
Salinas - Seaside - Monterey	.1385	131
Atlantic City	.1375	132
Reading	.1374	133
Spokane	.1365	134
Lakeland - Winter Haven	.1355	135
Daytona Beach	.1287	136
Pensacola	.1276	137
Ann Arbor	.1252	138
Evansville	.1223	139
Utica - Rome	.1211	140
Appleton - Oshkosh - Neenah	.1195	141
Rockford	.1193	142
Huntington - Ashland	.1191	143
Modesto	.1190	144
Sarasota	.1182	145
New London - Norwich	.1178	146
Fort Myers - Cape Coral	.1173	147
Orange County, N.Y.	.1137	148
Reno	.1136	149
Portland, Me.	.1129	150
Total Top 150	**70.0284**	
Macon - Warner Robins	.1120	151
Poughkeepsie	.1115	152
Charleston, W.Va.	.1104	153
Erie	.1100	154
Binghamton	.1098	155
Montgomery	.1094	156
Lorain - Elyria	.1080	157
Duluth	.1028	158
Hamilton - Middletown	.1021	159
McAllen - Edinburg - Mission	.1019	160
Boulder - Longmont	.1016	161
Eugene - Springfield	.1009	162
South Bend - Mishawaka	.1006	163
Kalamazoo	.0987	164
Visalia - Tulare - Porterville	.0972	165
Santa Cruz	.0960	166
Lafayette, La.	.0950	167
Savannah	.0946	168
Fayetteville, N.C.	.0942	169
Galveston - Texas City	.0940	170
Springfield, Mo.	.0939	171
Roanoke	.0936	172
Lincoln	.0928	173
Lubbock	.0925	174
Salem, Ore.	.0888	175
Huntsville	.0882	176
Amarillo	.0880	177
Columbus, Ga.	.0861	178
Johnstown	.0852	179
Killeen - Temple	.0839	180
Brazoria	.0837	181
Niagara Falls	.0837	181
Hickory	.0835	183
Springfield, Ill.	.0833	184
Tallahassee	.0827	185
Fort Pierce	.0813	186
Brownsville - Harlingen	.0790	187
Boise	.0785	188
Bradenton	.0775	189
Vancouver	.0772	190
Beaver County, Pa.	.0765	191
Gainesville	.0763	192
Longview - Marshall	.0758	193
Topeka	.0757	194
Green Bay	.0751	195
St. Cloud	.0747	196
Cedar Rapids	.0744	197
Houma - Thibodaux	.0740	198
Waco	.0734	199
Odessa	.0723	200
Total Top 200	**74.5227**	
Biloxi - Gulfport	.0719	201
Fort Collins - Loveland	.0719	201
Provo - Orem	.0702	203
Asheville	.0701	204
Champaign - Urbana - Rantoul	.0695	205
Lake Charles	.0695	205
Wheeling	.0691	207
Racine	.0687	208
Fargo - Moorhead	.0666	209
Tyler	.0654	210
Pittsfield	.0652	211
Fort Smith	.0643	212
Waterloo - Cedar Falls	.0643	212
Chico	.0642	214
Midland, Tex.	.0642	214
Yakima	.0638	216
Bremerton	.0632	217
Benton Harbor	.0630	218
Ocala	.0625	219
Elkhart - Goshen	.0622	220
Lima	.0622	220
Richland - Kennewick - Pasco	.0617	222
Parkersburg - Marietta	.0608	223
Jackson, Mich.	.0595	224
Muskegon	.0586	225
Sioux Falls	.0584	226
Terre Haute	.0581	227
Burlington, Vt.	.0579	228
Janesville - Beloit	.0579	228
Lynchburg	.0578	230
Naples	.0577	231
Decatur	.0576	232
Olympia	.0576	232
Merced	.0575	234
Abilene	.0569	235
Bloomington - Normal	.0559	236
Battle Creek	.0558	237
Steubenville - Weirton	.0552	238
Billings	.0550	239
Fort Walton Beach	.0549	240
Bangor	.0546	241
Charlottesville	.0543	242
Wichita Falls	.0543	242
Anderson, Ind.	.0538	244
Clarksville - Hopkinsville	.0538	244
Mansfield	.0538	244
Eau Claire	.0535	247
Athens	.0526	248
Vineland - Millville - Bridgeton	.0523	249
Monroe	.0522	250
Total Top 250	**77.5447**	
Joplin	.0519	251
Kenosha	.0517	232
Anderson, S.C.	.0513	253
Muncie	.0511	254
Medford	.0507	255
Tuscaloosa	.0505	256
Lafayette - West Lafayette	.0504	257
Alexandria, La.	.0502	258
Redding	.0501	259
Altoona	.0499	260
Wilmington, N.C.	.0483	261
Dothan	.0482	262
Greeley	.0481	263
Bryan - College Station	.0480	264
Rochester, Minn.	.0480	264
Florence, Ala.	.0479	266
Santa Fe	.0471	267
Sioux City	.0471	267
Sharon	.0462	269
Kokomo	.0458	270
Pueblo	.0456	271
Texarkana	.0456	271
Pascagoula	.0452	273
Albany, Ga.	.0450	274
Glens Falls	.0450	274
Columbia, Mo.	.0449	276
Hagerstown	.0448	277
Bellingham	.0442	278
Williamsport	.0440	279
Burlington, N.C.	.0435	280
Lawton	.0434	281
Laredo	.0433	282
San Angelo	.0429	283
Panama City	.0427	284
Florence, S.C.	.0426	285
Wausau	.0422	286
State College	.0411	287
Yuba City	.0406	288
Fayetteville - Springdale	.0403	289
Bismarck	.0402	290
Sherman - Denison	.0402	290
Anniston	.0398	292
La Crosse	.0397	293
Sheboygan	.0391	294
Danville, Va.	.0390	295
Jacksonville, N.C.	.0390	295
Bloomington, Ind.	.0384	297
Kankakee	.0384	297
Las Cruces	.0382	299
Lewiston - Auburn	.0381	300
Cumberland	.0378	301
Elmira	.0364	302
St. Joseph	.0364	302
Casper	.0361	304
Rapid City	.0359	305
Owensboro	.0356	306
Iowa City	.0354	307
Dubuque	.0352	308
Victoria	.0341	309
Gadsden	.0337	310
Grand Forks	.0337	310
Jackson, Tenn.	.0327	312
Cheyenne	.0325	313
Great Falls	.0321	314
Pine Bluff	.0300	315
Lawrence, Kans.	.0284	316
Enid	.0283	317
Total Above Areas	**80.3585**	
Percent of U.S.	**80.3585**	
U.S. Total	**100.0000**	

PER HOUSEHOLD RETAIL SALES

Area	($)	Rank
Laredo	30,936	1
Anchorage	29,710	2
Midland, Tex.	27,523	3
Odessa	27,090	4
Abilene	25,853	5
St. Cloud	25,137	6
Portland, Me.	25,057	7
Manchester - Nashua	22,775	8
Rochester, Minn.	22,656	9
Bridgeport - Stamford - Norwalk - Danbury	22,543	10
Santa Barbara - Santa Maria - Lompoc	22,300	11
Nassau - Suffolk	22,233	12
Victoria	21,728	13
Reno	21,613	14
Burlington, Vt.	21,576	15
Rapid City	21,411	16
Lafayette, La.	21,239	17
Terre Haute	21,175	18
Bergen - Passaic	21,147	19
San Francisco	20,867	20
Jackson, Tenn.	20,585	21
San Jose	20,581	22
Longview - Marshall	20,548	23
Naples	20,365	24
Portsmouth - Dover - Rochester	20,347	25
Anaheim - Santa Ana	20,335	26
San Angelo	20,287	27
Wilmington, N.C.	20,287	27
Boston - Lawrence - Salem - Lowell - Brockton	20,175	29
Wichita Falls	20,136	30
Burlington, N.C.	19,991	31
Grand Forks	19,905	32
Oklahoma City	19,850	33
Middlesex - Somerset - Hunterdon	19,637	34
Billings	19,601	35
Honolulu	19,569	36
Washington	19,523	37
Casper	19,486	38
Elkhart - Goshen	19,482	39
Lubbock	19,458	40
Brownsville - Harlingen	19,431	41
Miami - Hialeah	19,353	42
Toledo	19,316	43
Atlanta	19,296	44
Minneapolis - St. Paul	19,200	45
Fargo - Moorhead	19,180	46
Atlantic City	19,160	47
Dallas	19,067	48
New Bedford - Fall River - Attleboro	18,939	49
Pittsfield	18,901	50
Cheyenne	18,899	51
Hartford - New Britain - Middletown - Bristol	18,878	52
Sioux Falls	18,876	53
Corpus Christi	18,861	54
Orlando	18,820	55
Kansas City	18,698	56
Bismarck	18,619	57
Charlottesville	18,548	58
Houston	18,517	59
Bangor	18,479	60
Trenton	18,462	61
Amarillo	18,460	62
Memphis	18,370	63
Lake County, Ill.	18,362	64
Las Vegas	18,346	65
Indianapolis	18,238	66
Bryan - College Station	18,227	67
Muncie	18,193	68
Ann Arbor	18,158	69
Albany, Ga.	18,118	70
Knoxville	18,109	71
Kalamazoo	18,087	72
New London - Norwich	18,043	73
St. Joseph	18,012	74
Asheville	18,006	75
Owensboro	17,997	76
Wilmington, Del.	17,949	77
Boulder - Longmont	17,873	78
Springfield, Mo.	17,866	79
Richmond - Petersburg	17,835	80
Fort Worth - Arlington	17,807	81
Springfield, Mass.	17,746	82
South Bend - Mishawaka	17,654	83
Kokomo	17,652	84
Lafayette - West Lafayette	17,626	85
St. Louis	17,622	86
Madison	17,611	87
Fort Lauderdale - Hollywood - Pompano Beach	17,609	88
Grand Rapids	17,593	89
Fort Walton Beach	17,559	90
Flint	17,513	91
Denver	17,454	92
West Palm Beach - Boca Raton - Delray Beach	17,430	93
New Haven - Waterbury - Meriden	17,405	94
Saginaw - Bay City - Midland	17,330	95
Houma - Thibodaux	17,302	96
Evansville	17,297	97
La Crosse	17,286	98
Orange County, N.Y.	17,281	99
Harrisburg - Lebanon - Carlisle	17,240	100
Panama City	17,218	101
Oakland	17,215	102
Los Angeles - Long Beach	17,205	103
Lansing - East Lansing	17,187	104
Lynchburg	17,184	105
Salinas - Seaside - Monterey	17,138	106
McAllen - Edinburg - Mission	17,121	107
Florence, S.C.	17,095	108
Savannah	17,078	109
Santa Fe	17,063	110
Colorado Springs	17,061	111
Beaumont - Port Arthur	17,057	112
Charlotte - Gastonia - Rock Hill	17,057	112
Norfolk - Virginia Beach - Newport News	17,031	114
Hagerstown	17,009	115
Dothan	17,007	116
Bloomington - Normal	16,972	117
Cleveland	16,965	118
Monmouth - Ocean	16,934	119
Lexington-Fayette	16,906	120
Austin	16,902	121
Tyler	16,902	121
Nashville	16,883	123
Lake Charles	16,880	124
Glens Falls	16,876	125
Omaha	16,808	126
Gary - Hammond	16,791	127
San Diego	16,772	128
Raleigh - Durham	16,676	129
Mansfield	16,625	130
Seattle	16,618	131
Detroit	16,608	132
Visalia - Tulare - Porterville	16,580	133
Newark	16,574	134
Lima	16,555	135
Eau Claire	16,544	136
San Antonio	16,544	136
Baltimore	16,526	138
Sarasota	16,515	139
Columbus, Ohio	16,514	140
Galveston - Texas City	16,510	141
Portland, Ore.	16,508	142
Macon - Warner Robins	16,463	143
Joplin	16,456	144
Enid	16,455	145
Baton Rouge	16,454	146
Fort Wayne	16,427	147
Roanoke	16,420	148
Texarkana	16,410	149
Sacramento	16,400	150
Wichita	16,378	151
Topeka	16,356	152
Cincinnati	16,330	153
Reading	16,307	154
Phoenix	16,285	155
Jacksonville, N.C.	16,266	156
Champaign - Urbana - Rantoul	16,215	157
Philadelphia	16,168	158
Worcester - Fitchburg - Leominster	16,151	159
Oxnard - Ventura	16,107	160
Waco	16,072	161
Dubuque	16,061	162
Greensboro - Winston-Salem - High Point	16,028	163
Fayetteville, N.C.	16,022	164
Poughkeepsie	16,001	165
Little Rock - North Little Rock	15,993	166
Albuquerque	15,992	167
New Orleans	15,986	168
Gainesville	15,932	169
Chicago	15,919	170
Ocala	15,916	171
Bradenton	15,866	172
Des Moines	15,861	173
Bakersfield	15,792	174
Modesto	15,790	175
Lancaster	15,776	176
Green Bay	15,741	177
Chattanooga	15,723	178
Providence - Pawtucket - Woonsocket	15,715	179
Anderson, Ind.	15,709	180
Sioux City	15,699	181
Louisville	15,666	182
Lawton	15,657	183
Fayetteville - Springdale	15,620	184
Fort Pierce	15,609	185
Shreveport	15,605	186
Redding	15,591	187
Athens	15,582	188
Albany - Schenectady - Troy	15,579	189
Fort Myers - Cape Coral	15,577	190
Monroe	15,557	191
Jacksonville, Fla.	15,556	192
Lewiston - Auburn	15,541	193
Richland - Kennewick - Pasco	15,448	194
Rockford	15,436	195
Jackson, Miss.	15,433	196
Salt Lake City - Ogden	15,399	197
Charleston, W.Va.	15,375	198
Sherman - Denison	15,372	199
Parkersburg - Marietta	15,292	200
Vineland - Millville - Bridgeton	15,286	201
Greenville - Spartanburg	15,279	202
Dayton - Springfield	15,271	203
Columbia, S.C.	15,268	204
Canton	15,247	205
Great Falls	15,242	206
Akron	15,230	207
Tallahassee	15,210	208
Charleston, S.C.	15,205	209
El Paso	15,205	209
Allentown - Bethlehem	15,202	211
Bloomington, Ind.	15,199	212
Tulsa	15,187	213
Decatur	15,179	214
Rochester, N.Y.	15,178	215
Duluth	15,176	216
Elmira	15,136	217
Riverside - San Bernardino	15,080	218
Columbus, Ga.	14,971	219
Janesville - Beloit	14,954	220
Cedar Rapids	14,926	221
Santa Rosa - Petaluma	14,903	222
Syracuse	14,895	223
Davenport - Rock Island - Moline	14,879	224
Biloxi - Gulfport	14,856	225
Mobile	14,840	226
Milwaukee	14,838	227
Fresno	14,824	228
Hickory	14,810	229
Tampa - St. Petersburg - Clearwater	14,644	230
Youngstown - Warren	14,637	231
Spokane	14,612	232
Huntsville	14,598	233
Springfield, Ill.	14,597	234
Vallejo - Fairfield - Napa	14,574	235
Altoona	14,555	236
Lakeland - Winter Haven	14,540	237
Fort Collins - Loveland	14,538	238
Bellingham	14,521	239
Binghamton	14,519	240
Medford	14,494	241
Clarksville - Hopkinsville	14,473	242
Columbia, Mo.	14,467	243
Augusta	14,411	244
Pensacola	14,410	245
Santa Cruz	14,391	246
State College	14,389	247
Wheeling	14,386	248
Melbourne - Titusville - Palm Bay	14,356	249
Montgomery	14,332	250
Jackson, Mich.	14,320	251
Killeen - Temple	14,308	252
Stockton	14,290	253
Johnson City - Kingsport - Bristol	14,276	254
Buffalo	14,240	255
Alexandria, La.	14,223	256
Lawrence, Kans.	14,218	257
Battle Creek	14,206	258
Merced	14,164	259
Brazoria	14,090	260
Appleton - Oshkosh - Neenah	14,067	261
Yuba City	14,063	262
Waterloo - Cedar Falls	14,049	263
Daytona Beach	14,043	264
Lincoln	14,033	265
Las Cruces	14,006	266
Williamsport	13,954	267
Tuscaloosa	13,913	268
Pine Bluff	13,866	269
Erie	13,853	270
Aurora - Elgin	13,836	271
Pittsburgh	13,822	272
Tacoma	13,815	273
Olympia	13,796	274
Chico	13,791	275
Peoria	13,772	276
Eugene - Springfield	13,751	277
Utica - Rome	13,741	278
Lorain - Elyria	13,685	279
Boise	13,674	280
Huntington - Ashland	13,668	281
Kenosha	13,608	282
Cumberland	13,349	283
Pascagoula	13,327	284
Scranton - Wilkes-Barre	13,301	285
Pueblo	13,270	286
Yakima	13,265	287
Muskegon	13,203	288
Racine	13,172	289
Wausau	13,070	290
Tucson	13,063	291
Fort Smith	12,999	292
Birmingham	12,965	293
Benton Harbor	12,909	294
Kankakee	12,907	295
Anderson, S.C.	12,659	296
Iowa City	12,554	297
Salem, Ore.	12,516	298
Provo - Orem	12,512	299
York	12,480	300
Hamilton - Middletown	12,356	301
New York	12,356	301
Niagara Falls	12,341	303
Jersey City	12,249	304
Sharon	12,214	305
Florence, Ala.	12,143	306
Joliet	12,066	307
Sheboygan	11,963	308
Danville, Va.	11,782	309
Steubenville - Weirton	11,768	310
Greeley	11,577	311
Beaver County, Pa.	11,548	312
Bremerton	11,214	313
Johnstown	10,769	314
Gadsden	10,767	315
Vancouver	10,533	316
Anniston	10,470	317
Average Above Areas	**16,728**	
U.S. Average	**15,782**	

TOTAL RETAIL SALES

Area	($000)	Rank
Los Angeles - Long Beach	50,985,808	1
New York	41,389,635	2
Chicago	35,627,510	3
Philadelphia	28,395,700	4
Boston - Lawrence - Salem - Lowell - Brockton	27,703,685	5
Detroit	26,266,849	6
Washington	25,219,988	7
Houston	21,642,709	8
Nassau - Suffolk	19,423,148	9
Atlanta	17,418,814	10
Dallas	16,361,030	11
Minneapolis - St. Paul	16,197,101	12
St. Louis	15,395,910	13
Anaheim - Santa Ana	15,352,829	14
Baltimore	13,681,848	15
San Francisco	13,680,421	16
San Diego	13,191,301	17
Miami - Hialeah	12,875,757	18
Oakland	12,671,975	19
Cleveland	12,133,621	20
Phoenix	11,710,860	21
Pittsburgh	11,695,825	22
Tampa - St. Petersburg - Clearwater	11,518,721	23
Denver	11,463,764	24
Seattle	11,402,950	25
Newark	11,219,194	26
Kansas City	10,495,141	27
Riverside - San Bernardino	10,331,501	28
Bergen - Passaic	10,080,540	29
San Jose	10,047,766	30
Fort Lauderdale - Hollywood - Pompano Beach	8,663,577	31
Cincinnati	8,521,003	32
Indianapolis	8,092,281	33
Sacramento	8,088,460	34
Columbus, Ohio	8,071,989	35
New Orleans	7,890,826	36
Milwaukee	7,830,190	37
Fort Worth - Arlington	7,687,309	38
Oklahoma City	7,497,305	39
Portland, Ore.	-7,441,991	40
Hartford - New Britain - Middletown - Bristol	7,439,951	41
Norfolk - Virginia Beach - Newport News	7,359,139	42
San Antonio	6,723,486	43
Charlotte - Gastonia - Rock Hill	6,611,375	44
Bridgeport - Stamford - Norwalk - Danbury	6,593,688	45
Middlesex - Somerset - Hunterdon	6,411,582	46
Orlando	6,112,833	47
Memphis	6,100,527	48
Monmouth - Ocean	5,996,481	49
Nashville	5,686,318	50
Total Top 50	**690,400,212**	
Louisville	5,580,056	51
Rochester, N.Y.	5,556,505	52
Greensboro - Winston-Salem - High Point	5,478,379	53
West Palm Beach - Boca Raton - Delray Beach	5,436,353	54
Dayton - Springfield	5,393,776	55
Salt Lake City - Ogden	5,178,783	56
Richmond - Petersburg	5,170,421	57
Buffalo	5,140,729	58
Providence - Pawtucket - Woonsocket	5,079,236	59
Honolulu	5,017,488	60
Albany - Schenectady - Troy	4,997,866	61
New Haven - Waterbury - Meriden	4,949,886	62
Jacksonville, Fla.	4,799,099	63
Birmingham	4,491,199	64
Toledo	4,436,876	65
Austin	4,428,322	66
Tulsa	4,342,077	67
Knoxville	4,163,316	68
Las Vegas	4,102,066	69
Grand Rapids	3,979,479	70
Raleigh - Durham	3,973,862	71
Worcester - Fitchburg - Leominster	3,905,423	72
Omaha	3,837,235	73
Harrisburg - Lebanon - Carlisle	3,804,955	74
Allentown - Bethlehem	3,798,948	75
Springfield, Mass.	3,785,230	76
Scranton - Wilkes-Barre	3,711,056	77
Gary - Hammond	3,683,978	78
Akron	3,676,403	79
Syracuse	3,536,188	80
Wilmington, Del.	3,456,960	81
Greenville - Spartanburg	3,454,645	82
New Bedford - Fall River - Attleboro	3,399,546	83
Tucson	3,305,023	84
Oxnard - Ventura	3,229,516	85
Baton Rouge	3,150,863	86
Fresno	3,071,465	87
Little Rock - North Little Rock	2,934,667	88
Lake County, Ill.	2,875,529	89
Albuquerque	2,851,352	90
Youngstown - Warren	2,786,870	91
Santa Barbara - Santa Maria - Lompoc	2,780,868	92
Flint	2,775,821	93
Tacoma	2,723,017	94
Wichita	2,703,970	95
Bakersfield	2,676,721	96
Jersey City	2,605,408	97
Anchorage	2,596,640	98
Lansing - East Lansing	2,588,353	99
Chattanooga	2,529,888	100
Total Top 100	**884,332,524**	
Saginaw - Bay City - Midland	2,527,103	101
Mobile	2,524,239	102
Charleston, S.C.	2,517,907	103
Manchester - Nashua	2,507,541	104
El Paso	2,466,303	105
Des Moines	2,415,658	106
Columbia, S.C.	2,406,219	107
Beaumont - Port Arthur	2,399,909	108
Johnson City - Kingsport - Bristol	2,372,652	109
Madison	2,337,022	110
Portsmouth - Dover - Rochester	2,284,942	111
Atlantic City	2,276,243	112
Canton	2,262,619	113
Corpus Christi	2,244,438	114
Colorado Springs	2,234,953	115
Lancaster	2,189,656	116
Davenport - Rock Island - Moline	2,184,267	117
Portland, Me.	2,164,960	118
Jackson, Miss.	2,148,232	119
Stockton	2,142,068	120
Fort Wayne	2,110,924	121
Lexington-Fayette	2,096,377	122
Shreveport	2,087,945	123
Trenton	2,062,206	124
Spokane	2,044,223	125
Reading	2,030,255	126
Santa Rosa - Petaluma	2,004,455	127
Reno	1,999,162	128
Melbourne - Titusville - Palm Bay	1,991,127	129
Vallejo - Fairfield - Napa	1,977,710	130
Lakeland - Winter Haven	1,964,351	131
Augusta	1,921,039	132
Peoria	1,893,714	133
Salinas - Seaside - Monterey	1,868,001	134
Sarasota	1,867,828	135
Daytona Beach	1,867,695	136
York	1,865,776	137
Evansville	1,861,167	138
Ann Arbor	1,786,706	139
Fort Myers - Cape Coral	1,753,982	140
Pensacola	1,733,469	141
Huntington - Ashland	1,709,810	142
Modesto	1,700,566	143
Aurora - Elgin	1,686,566	144
Macon - Warner Robins	1,624,903	145
Charleston, W.Va.	1,617,419	146
McAllen - Edinburg - Mission	1,612,814	147
Rockford	1,611,477	148
New London - Norwich	1,609,452	149
Lafayette, La.	1,601,391	150
Total Top 150	**986,501,965**	
Orange County, N.Y.	1,591,559	151
Utica - Rome	1,589,853	152
South Bend - Mishawaka	1,550,048	153
Appleton - Oshkosh - Neenah	1,534,686	154
Visalia - Tulare - Porterville	1,533,607	155
Lubbock	1,527,429	156
Boulder - Longmont	1,522,756	157
Joliet	1,515,522	158
Montgomery	1,506,307	159
Springfield, Mo.	1,502,570	160
Duluth	1,485,746	161
Kalamazoo	1,443,311	162
Savannah	1,439,709	163
Binghamton	1,434,444	164
Eugene - Springfield	1,434,241	165
Erie	1,431,057	166
Poughkeepsie	1,401,695	167
St. Cloud	1,397,609	168
Roanoke	1,387,516	169
Amarillo	1,377,143	170
Odessa	1,376,163	171
Fayetteville, N.C.	1,344,263	172
Brownsville - Harlingen	1,340,711	173
Lorain - Elyria	1,305,574	174
Galveston - Texas City	1,301,020	175
Longview - Marshall	1,271,899	176
Fort Pierce	1,264,369	177
Columbus, Ga.	1,232,143	178
Bradenton	1,197,894	179
Hamilton - Middletown	1,196,047	180
Tallahassee	1,192,448	181
Asheville	1,190,197	182
Santa Cruz	1,188,708	183
Salem, Ore.	1,184,037	184
Hickory	1,180,385	185
Gainesville	1,158,272	186
Huntsville	1,153,216	187
Springfield, Ill.	1,148,814	188
Midland, Tex.	1,128,452	189
Lincoln	1,118,391	190
Abilene	1,114,267	191
Waco	1,107,357	192
Houma - Thibodaux	1,088,313	193
Killeen - Temple	1,073,072	194
Green Bay	1,057,808	195
Biloxi - Gulfport	1,047,357	196
Lake Charles	1,043,190	197
Terre Haute	1,041,824	198
Fargo - Moorhead	1,039,549	199
Ocala	1,039,336	200
Total Top 200	**1,051,233,849**	
Pittsfield	1,033,858	201
Johnstown	1,032,751	202
Topeka	1,023,866	203
Elkhart - Goshen	1,018,904	204
Wheeling	1,004,120	205
Naples	1,001,954	206
Champaign - Urbana - Rantoul	997,214	207
Boise	996,859	208
Cedar Rapids	994,056	209
Niagara Falls	988,495	210
Fort Collins - Loveland	987,155	211
Burlington, Vt.	981,691	212
Laredo	971,387	213
Billings	950,630	214
Brazoria	938,401	215
Tyler	936,355	216
Lima	933,700	217
Chico	929,536	218
Wichita Falls	910,130	219
Parkersburg - Marietta	905,277	220
Sioux Falls	892,817	221
Bangor	892,530	222
Yakima	888,781	223
Wilmington, N.C.	878,435	224
Provo - Orem	859,604	225
Fort Smith	854,054	226
Lynchburg	850,628	227
Fort Walton Beach	849,874	228
Beaver County, Pa.	847,635	229
Charlottesville	843,933	230
Vancouver	828,976	231
Racine	828,547	232
Joplin	827,761	233
Eau Claire	813,978	234
Waterloo - Cedar Falls	813,440	235
Rochester, Minn.	806,536	236
Mansfield	806,316	237
Muncie	805,968	238
Monroe	794,965	239
Athens	793,108	240
Richland - Kennewick - Pasco	792,496	241
Dothan	787,423	242
Benton Harbor	784,881	243
Bloomington - Normal	772,241	244
Janesville - Beloit	771,651	245
Merced	770,548	246
Redding	770,176	247
Olympia	765,655	248
Burlington, N.C.	763,657	249
Decatur	763,499	250
Total Top 250	**1,095,290,301**	
Anderson, Ind.	763,435	251
Medford	762,391	252
Lafayette - West Lafayette	750,854	253
Panama City	747,262	254
Altoona	742,310	255
Bryan - College Station	740,010	256
Clarksville - Hopkinsville	739,575	257
Muskegon	738,024	258
Jackson, Mich.	734,631	259
Battle Creek	733,024	260
Tuscaloosa	726,272	261
Vineland - Millville - Bridgeton	726,098	262
Texarkana	725,302	263
Albany, Ga.	715,651	264
San Angelo	710,053	265
Alexandria, La.	709,734	266
Florence, S.C.	704,313	267
Sioux City	703,293	268
Bremerton	697,524	269
Hagerstown	688,856	270
Steubenville - Weirton	684,885	271
Anderson, S.C.	684,842	272
Kokomo	677,822	273
Glens Falls	675,050	274
Santa Fe	668,860	275
Florence, Ala.	639,929	276
Bellingham	638,904	277
Pueblo	635,619	278
Fayetteville - Springdale	623,247	279
Rapid City	614,484	280
Williamsport	613,975	281
Bismarck	603,254	282
Kenosha	600,098	283
Lawton	596,516	284
La Crosse	596,368	285
Jackson, Tenn.	594,908	286
Greeley	585,777	287
Owensboro	583,094	288
St. Joseph	578,198	289
Lewiston - Auburn	576,562	290
Victoria	575,785	291
Yuba City	575,176	292
Sharon	574,066	293
Sherman - Denison	568,751	294
Pascagoula	567,725	295
Jacksonville, N.C.	566,056	296
Columbia, Mo.	564,228	297
Casper	561,209	298
State College	561,158	299
Las Cruces	551,848	300
Bloomington, Ind.	547,149	301
Wausau	537,170	302
Cheyenne	536,719	303
Cumberland	528,632	304
Elmira	522,178	305
Dubuque	501,102	306
Great Falls	483,162	307
Kankakee	478,850	308
Danville, Va.	474,815	309
Grand Forks	471,745	310
Anniston	461,743	311
Sheboygan	443,828	312
Pine Bluff	424,303	313
Gadsden	424,227	314
Enid	421,253	315
Iowa City	420,547	316
Lawrence, Kans.	361,149	317
Total Above Areas	**1,136,025,879**	
Percent of U.S.	**81.4214**	
U.S. Total	**1,395,243,228**	

EATING AND DRINKING PLACE SALES

Area	($000)	Rank
Los Angeles - Long Beach	5,531,501	1
New York	5,491,809	2
Chicago	3,472,880	3
Boston - Lawrence - Salem - Lowell - Brockton	3,412,475	4
Philadelphia	2,634,142	5
Washington	2,554,070	6
Detroit	2,377,667	7
Houston	2,327,638	8
San Francisco	2,057,238	9
Anaheim - Santa Ana	1,824,914	10
Dallas	1,816,924	11
Atlanta	1,815,366	12
Nassau - Suffolk	1,569,649	13
San Diego	1,469,036	14
Minneapolis - St. Paul	1,380,214	15
St. Louis	1,347,353	16
Baltimore	1,341,319	17
Seattle	1,340,276	18
Denver	1,261,876	19
Oakland	1,212,564	20
Pittsburgh	1,163,278	21
Phoenix	1,152,255	22
Cleveland	1,137,990	23
Tampa - St. Petersburg - Clearwater	1,132,154	24
Miami - Hialeah	1,106,903	25
Riverside - San Bernardino	1,061,835	26
San Jose	1,055,277	27
Newark	1,023,910	28
New Orleans	969,760	29
Fort Lauderdale - Hollywood - Pompano Beach	936,394	30
Honolulu	919,420	31
Bergen - Passaic	909,171	32
Cincinnati	895,989	33
Kansas City	874,566	34
Sacramento	860,188	35
Oklahoma City	823,628	36
Columbus, Ohio	810,818	37
Milwaukee	792,842	38
San Antonio	788,066	39
Portland, Ore.	780,655	40
Fort Worth - Arlington	780,059	41
Indianapolis	780,037	42
Hartford - New Britain - Middletown - Bristol	771,467	43
Norfolk - Virginia Beach - Newport News	690,893	44
Orlando	640,045	45
Bridgeport - Stamford - Norwalk - Danbury	619,358	46
Louisville	577,323	47
Rochester, N.Y.	560,592	48
Buffalo	557,758	49
Monmouth - Ocean	555,951	50
Total Top 50	71,917,693	
Charlotte - Gastonia - Rock Hill	536,856	51
Nashville	535,594	52
West Palm Beach - Boca Raton - Delray Beach	533,508	53
Middlesex - Somerset - Hunterdon	525,127	54
Austin	518,333	55
Dayton - Springfield	517,758	56
Greensboro - Winston-Salem - High Point	506,459	57
Providence - Pawtucket - Woonsocket	501,621	58
New Haven - Waterbury - Meriden	500,443	59
Memphis	472,153	60
Tulsa	460,789	61
Knoxville	454,722	62
Jacksonville, Fla.	450,969	63
Toledo	439,960	64
Las Vegas	418,583	65
Richmond - Petersburg	411,960	66
Salt Lake City - Ogden	409,249	67
Albany - Schenectady - Troy	406,264	68
Worcester - Fitchburg - Leominster	399,326	69
Springfield, Mass.	395,988	70
Raleigh - Durham	372,928	71
Gary - Hammond	370,435	72
Akron	369,483	73
Omaha	368,981	74
Birmingham	355,183	75
Tucson	348,092	76
Grand Rapids	338,679	77
Syracuse	334,914	78
Scranton - Wilkes-Barre	334,122	79
Anchorage	326,998	80
Allentown - Bethlehem	321,751	81
Atlantic City	320,495	82
Harrisburg - Lebanon - Carlisle	310,936	83
Albuquerque	305,335	84
Santa Barbara - Santa Maria - Lompoc	299,161	85
Greenville - Spartanburg	290,731	86
Baton Rouge	288,147	87
New Bedford - Fall River - Attleboro	281,003	88
Tacoma	279,566	89
Bakersfield	278,631	90
Wilmington, Del.	274,140	91
Fresno	267,519	92
Oxnard - Ventura	264,565	93
Little Rock - North Little Rock	262,405	94
El Paso	261,016	95
Madison	254,205	96
Charleston, S.C.	252,453	97
Flint	250,645	98
Youngstown - Warren	244,167	99
Columbia, S.C.	234,950	100
Total Top 100	90,374,991	
Corpus Christi	231,594	101
Lansing - East Lansing	229,712	102
Saginaw - Bay City - Midland	226,402	103
Vallejo - Fairfield - Napa	226,004	104
Lexington-Fayette	224,796	105
Wichita	224,565	106
Colorado Springs	221,714	107
Davenport - Rock Island - Moline	215,824	108
Stockton	214,417	109
Spokane	212,006	110
Salinas - Seaside - Monterey	211,055	111
Mobile	210,091	112
Des Moines	209,669	113
Fort Wayne	209,598	114
Canton	206,941	115
Manchester - Nashua	206,717	116
Beaumont - Port Arthur	206,039	117
Daytona Beach	204,059	118
Jersey City	203,240	119
Portsmouth - Dover - Rochester	203,068	120
Lancaster	202,749	121
Lake County, Ill.	202,607	122
Chattanooga	199,775	123
Santa Rosa - Petaluma	198,895	124
Portland, Me.	193,857	125
Trenton	189,234	126
Shreveport	188,787	127
Johnson City - Kingsport - Bristol	179,654	128
Melbourne - Titusville - Palm Bay	179,102	129
Lafayette, La.	178,999	130
Sarasota	177,091	131
Reading	174,013	132
Reno	170,229	133
Ann Arbor	169,185	134
Evansville	168,586	135
New London - Norwich	168,193	136
Boulder - Longmont	167,734	137
Savannah	165,835	138
Jackson, Miss.	165,659	139
Peoria	163,874	140
Pensacola	163,362	141
York	162,676	142
Augusta	161,199	143
Houma - Thibodaux	158,396	144
Lakeland - Winter Haven	157,311	145
Fort Myers - Cape Coral	154,501	146
Aurora - Elgin	154,130	147
Lubbock	151,704	148
Eugene - Springfield	146,782	149
Modesto	145,153	150
Total Top 150	99,831,774	
Appleton - Oshkosh - Neenah	144,883	151
South Bend - Mishawaka	144,378	152
Odessa	143,794	153
Amarillo	140,796	154
Santa Cruz	140,272	155
Galveston - Texas City	139,879	156
Rockford	139,627	157
Huntington - Ashland	138,951	158
Kalamazoo	137,676	159
Duluth	135,877	160
Erie	135,421	161
Utica - Rome	134,772	162
Joliet	129,822	163
Macon - Warner Robins	129,507	164
Binghamton	127,154	165
Roanoke	126,583	166
Boise	125,230	167
McAllen - Edinburg - Mission	124,128	168
Brownsville - Harlingen	123,976	169
Biloxi - Gulfport	123,247	170
Salem, Ore.	123,224	171
Springfield, Mo.	123,157	172
Visalia - Tulare - Porterville	122,112	173
Tallahassee	121,971	174
Montgomery	120,659	175
Lincoln	120,598	176
Gainesville	120,151	177
Fayetteville, N.C.	119,972	178
Hamilton - Middletown	119,471	179
Charleston, W.Va.	114,672	180
Killeen - Temple	114,500	181
Longview - Marshall	113,086	182
Bradenton	112,351	183
Champaign - Urbana - Rantoul	110,840	184
Waco	110,133	185
Huntsville	109,925	186
Green Bay	109,194	187
Poughkeepsie	108,760	188
Lorain - Elyria	107,194	189
Columbus, Ga.	104,577	190
Asheville	103,558	191
Springfield, Ill.	103,068	192
Orange County, N.Y.	101,299	193
Pittsfield	100,981	194
Hickory	100,584	195
Abilene	98,349	196
Burlington, Vt.	98,046	197
Vancouver	97,066	198
Panama City	96,951	199
Midland, Tex.	96,751	200
Total Top 200	105,820,947	
Niagara Falls	96,657	201
Topeka	95,055	202
Naples	95,042	203
Fort Collins - Loveland	93,574	204
Chico	91,207	205
Fort Walton Beach	91,064	206
Bryan - College Station	89,311	207
Fargo - Moorhead	89,024	208
Billings	87,399	209
Terre Haute	84,945	210
Fort Pierce	84,313	211
Cedar Rapids	83,559	212
Lima	83,495	213
Yakima	83,057	214
Wichita Falls	81,010	215
Elkhart - Goshen	80,967	216
Muncie	80,847	217
Wilmington, N.C.	79,308	218
Fort Smith	79,207	219
Olympia	78,749	220
Wheeling	77,419	221
Athens	77,221	222
Racine	77,189	223
Lake Charles	76,549	224
Bremerton	76,380	225
Lafayette - West Lafayette	75,973	226
Parkersburg - Marietta	75,311	227
Monroe	75,242	228
Bellingham	74,431	229
Bloomington - Normal	74,310	230
St. Cloud	74,132	231
Tyler	73,626	232
Janesville - Beloit	72,874	233
Benton Harbor	72,599	234
Battle Creek	71,576	235
Eau Claire	70,777	236
Sioux Falls	70,148	237
Johnstown	70,008	238
Brazoria	69,803	239
Bangor	69,458	240
Muskegon	69,454	241
San Angelo	69,356	242
Richland - Kennewick - Pasco	69,307	243
Waterloo - Cedar Falls	69,026	244
Lynchburg	68,805	245
Merced	68,748	246
Kenosha	67,371	247
Santa Fe	67,317	248
Ocala	67,111	249
Mansfield	65,213	250
Total Top 250	109,705,471	
Clarksville - Hopkinsville	64,678	251
Medford	64,339	252
Joplin	64,072	253
Charlottesville	63,908	254
Jackson, Mich.	63,717	255
Lawton	63,422	256
Glens Falls	63,356	257
Kokomo	62,917	258
Anderson, Ind.	62,771	259
Pueblo	62,240	260
Laredo	62,065	261
Redding	61,834	262
Texarkana	61,652	263
Albany, Ga.	61,439	264
Burlington, N.C.	61,140	265
Beaver County, Pa.	61,015	266
Tuscaloosa	60,872	267
Decatur	59,864	268
State College	59,688	269
Fayetteville - Springdale	59,601	270
Owensboro	59,508	271
Bloomington, Ind.	59,392	272
Dothan	59,348	273
La Crosse	59,076	274
Rochester, Minn.	57,977	275
Steubenville - Weirton	57,722	276
Provo - Orem	55,976	277
Alexandria, La.	55,047	278
Sioux City	53,804	279
Greeley	53,221	280
Yuba City	53,065	281
Sharon	52,543	282
Columbia, Mo.	52,337	283
Las Cruces	52,210	284
Altoona	51,294	285
Rapid City	51,128	286
Anderson, S.C.	51,068	287
Florence, Ala.	49,577	288
Jacksonville, N.C.	49,003	289
Pascagoula	48,935	290
Bismarck	48,104	291
Florence, S.C.	47,810	292
Cheyenne	47,753	293
Vineland - Millville - Bridgeton	47,605	294
Victoria	47,452	295
Kankakee	47,178	296
Sherman - Denison	46,649	297
Casper	46,188	298
Williamsport	45,795	299
Great Falls	45,510	300
Iowa City	45,458	301
Jackson, Tenn.	44,751	302
Elmira	44,693	303
Cumberland	44,681	304
St. Joseph	44,543	305
Dubuque	43,555	306
Enid	42,791	307
Sheboygan	41,730	308
Lewiston - Auburn	40,786	309
Danville, Va.	40,563	310
Lawrence, Kans.	39,722	311
Hagerstown	39,018	312
Gadsden	36,801	313
Wausau	36,649	314
Anniston	34,759	315
Grand Forks	29,544	316
Pine Bluff	28,615	317
Total Above Areas	113,180,995	
Percent of U.S.	84.3297	
U.S. Total	134,212,309	

FOOD STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	10,009,126	1
New York	8,304,270	2
Chicago	6,283,706	3
Philadelphia	5,575,824	4
Boston - Lawrence - Salem - Lowell - Brockton	4,982,964	5
Detroit	4,886,444	6
Washington	4,733,764	7
Houston	4,488,576	8
Nassau - Suffolk	3,948,868	9
St. Louis	3,165,484	10
Dallas	3,100,008	11
Atlanta	3,002,802	12
Minneapolis - St. Paul	2,842,367	13
Anaheim - Santa Ana	2,829,803	14
Baltimore	2,652,523	15
Phoenix	2,589,400	16
Oakland	2,511,870	17
Pittsburgh	2,482,273	18
Newark	2,467,295	19
Cleveland	2,460,506	20
San Francisco	2,454,864	21
San Diego	2,453,833	22
Tampa - St. Petersburg - Clearwater	2,443,934	23
Riverside - San Bernardino	2,356,525	24
Denver	2,330,392	25
Seattle	2,280,824	26
Miami - Hialeah	2,074,813	27
Kansas City	1,930,745	28
Bergen - Passaic	1,919,563	29
New Orleans	1,863,909	30
San Jose	1,823,097	31
Cincinnati	1,707,105	32
Sacramento	1,676,691	33
Fort Worth - Arlington	1,628,737	34
Columbus, Ohio	1,566,626	35
Milwaukee	1,551,008	36
San Antonio	1,510,469	37
Charlotte - Gastonia - Rock Hill	1,500,788	38
Hartford - New Britain - Middletown - Bristol	1,488,135	39
Fort Lauderdale - Hollywood - Pompano Beach	1,481,671	40
Oklahoma City	1,378,659	41
Middlesex - Somerset - Hunterdon	1,378,336	42
Norfolk - Virginia Beach - Newport News	1,355,177	43
Indianapolis	1,345,821	44
Buffalo	1,322,036	45
Monmouth - Ocean	1,308,746	46
Bridgeport - Stamford - Norwalk - Danbury	1,277,804	47
Portland, Ore.	1,248,100	48
Rochester, N.Y.	1,210,848	49
Memphis	1,176,124	50
Total Top 50	**134,363,253**	
Albany - Schenectady - Troy	1,165,044	51
Salt Lake City - Ogden	1,139,821	52
Louisville	1,107,397	53
Orlando	1,106,309	54
Providence - Pawtucket - Woonsocket	1,101,248	55
Dayton - Springfield	1,095,622	56
Nashville	1,092,263	57
New Haven - Waterbury - Meriden	1,083,654	58
Richmond - Petersburg	1,071,792	59
Greensboro - Winston-Salem - High Point	1,064,848	60
West Palm Beach - Boca Raton - Delray Beach	1,032,966	61
Birmingham	978,059	62
Tulsa	933,199	63
New Bedford - Fall River - Attleboro	912,364	64
Toledo	871,729	65
Knoxville	867,071	66
Austin	865,784	67
Syracuse	862,865	68
Jacksonville, Fla.	860,646	69
Honolulu	851,809	70
Las Vegas	842,831	71
Scranton - Wilkes-Barre	829,596	72
Harrisburg - Lebanon - Carlisle	819,214	73
Springfield, Mass.	816,653	74
Akron	801,995	75
Raleigh - Durham	792,430	76
Allentown - Bethlehem	773,610	77
Gary - Hammond	772,611	78
Worcester - Fitchburg - Leominster	755,828	79
Greenville - Spartanburg	752,484	80
Baton Rouge	736,739	81
Omaha	735,871	82
Tucson	733,054	83
Jersey City	700,727	84
Oxnard - Ventura	677,727	85
Fresno	655,537	86
Wilmington, Del.	653,701	87
Bakersfield	620,314	88
Grand Rapids	604,221	89
Chattanooga	598,820	90
Mobile	596,956	91
Albuquerque	584,915	92
Little Rock - North Little Rock	581,869	93
Youngstown - Warren	574,792	94
Charleston, S.C.	549,279	95
Des Moines	548,689	96
Tacoma	545,197	97
Corpus Christi	526,277	98
Wichita	524,268	99
Santa Barbara - Santa Maria - Lompoc	523,951	100
Total Top 100	**174,657,899**	
Johnson City - Kingsport - Bristol	520,719	101
Beaumont - Port Arthur	510,876	102
Canton	509,384	103
Portsmouth - Dover - Rochester	500,551	104
El Paso	496,901	105
Lancaster	486,418	106
Atlantic City	484,932	107
Vallejo - Fairfield - Napa	480,510	108
Stockton	473,558	109
Manchester - Nashua	470,846	110
Saginaw - Bay City - Midland	462,787	111
Lansing - East Lansing	459,659	112
Flint	459,007	113
Santa Rosa - Petaluma	456,813	114
Lakeland - Winter Haven	455,904	115
Portland, Me.	453,352	116
Spokane	445,816	117
Columbia, S.C.	441,243	118
Davenport - Rock Island - Moline	430,937	119
Shreveport	429,304	120
Trenton	428,191	121
Lake County, Ill.	417,838	122
Jackson, Miss.	412,657	123
York	410,599	124
Colorado Springs	405,141	125
Daytona Beach	404,513	126
Fort Wayne	396,655	127
Anchorage	393,641	128
Modesto	390,679	129
Utica - Rome	389,015	130
Lexington-Fayette	388,903	131
Augusta	387,274	132
Peoria	385,731	133
Reno	381,696	134
Reading	381,145	135
Orange County, N.Y.	375,813	136
Evansville	375,411	137
Visalia - Tulare - Porterville	367,959	138
Fort Myers - Cape Coral	366,889	139
Madison	362,715	140
Pensacola	360,838	141
Huntington - Ashland	357,931	142
Melbourne - Titusville - Palm Bay	356,259	143
Boulder - Longmont	349,621	144
Galveston - Texas City	346,218	145
McAllen - Edinburg - Mission	345,563	146
Charleston, W.Va.	345,078	147
Sarasota	344,005	148
Binghamton	340,083	149
Aurora - Elgin	338,548	150
Total Top 150	**195,393,625**	
Poughkeepsie	336,321	151
Brownsville - Harlingen	327,299	152
Macon - Warner Robins	324,654	153
Salinas - Seaside - Monterey	324,464	154
Rockford	319,917	155
New London - Norwich	319,262	156
Erie	318,335	157
Duluth	313,168	158
Lorain - Elyria	308,096	159
Springfield, Mo.	305,497	160
Roanoke	303,076	161
Montgomery	298,847	162
Lafayette, La.	295,635	163
Joliet	290,386	164
Eugene - Springfield	289,200	165
Hamilton - Middletown	288,101	166
Lubbock	283,526	167
Savannah	277,544	168
Brazoria	277,319	169
Appleton - Oshkosh - Neenah	276,121	170
Santa Cruz	276,094	171
South Bend - Mishawaka	274,651	172
Fort Pierce	272,658	173
Longview - Marshall	271,138	174
Lake Charles	267,944	175
Hickory	267,420	176
Amarillo	267,357	177
Ann Arbor	266,624	178
Niagara Falls	265,683	179
Gainesville	260,065	180
Odessa	259,563	181
Fayetteville, N.C.	258,860	182
Houma - Thibodaux	253,136	183
Johnstown	250,994	184
Chico	250,530	185
Waco	245,455	186
Pittsfield	243,157	187
Tallahassee	242,466	188
Bradenton	240,211	189
Killeen - Temple	237,760	190
Boise	237,190	191
Beaver County, Pa.	232,691	192
Topeka	228,696	193
Salem, Ore.	226,887	194
Asheville	226,466	195
Wheeling	220,285	196
Midland, Tex.	219,708	197
Elkhart - Goshen	216,393	198
Cedar Rapids	216,281	199
Columbus, Ga.	216,007	200
Total Top 200	**208,882,763**	
Huntsville	214,041	201
Fort Collins - Loveland	213,723	202
Yakima	213,595	203
Lincoln	212,683	204
Laredo	211,799	205
Ocala	210,297	206
Springfield, Ill.	209,916	207
Naples	207,598	208
Biloxi - Gulfport	206,907	209
Provo - Orem	199,547	210
Vancouver	199,029	211
Kalamazoo	197,057	212
Bangor	195,341	213
Burlington, Vt.	195,050	214
Abilene	190,722	215
Billings	187,817	216
Olympia	186,362	217
Richland - Kennewick - Pasco	186,346	218
St. Cloud	185,778	219
Steubenville - Weirton	185,212	220
Redding	184,543	221
Vineland - Millville - Bridgeton	184,358	222
Racine	184,331	223
Lynchburg	182,750	224
Joplin	179,013	225
Lima	178,209	226
Charlottesville	177,162	227
Tuscaloosa	176,854	228
Parkersburg - Marietta	175,873	229
Terre Haute	175,061	230
Anderson, Ind.	172,889	231
Tyler	172,532	232
Athens	170,943	233
Champaign - Urbana - Rantoul	170,392	234
Glens Falls	167,296	235
Bryan - College Station	167,136	236
Altoona	166,458	237
Waterloo - Cedar Falls	166,169	238
Pueblo	163,377	239
Bremerton	162,598	240
Monroe	161,487	241
Anderson, S.C.	159,466	242
Fort Smith	159,414	243
Wilmington, N.C.	159,123	244
Fargo - Moorhead	156,306	245
Wichita Falls	155,582	246
Pascagoula	155,188	247
Kenosha	154,950	248
Merced	154,900	249
Lewiston - Auburn	154,550	250
Total Top 250	**217,940,493**	
Sioux City	154,113	251
Texarkana	153,497	252
Janesville - Beloit	152,979	253
Alexandria, La.	151,104	254
Dothan	148,784	255
Green Bay	148,122	256
Burlington, N.C.	147,208	257
Muncie	147,092	258
Muskegon	146,947	259
Williamsport	146,481	260
Bellingham	145,699	261
Benton Harbor	145,660	262
Fort Walton Beach	144,495	263
Decatur	144,343	264
Greeley	142,955	265
Albany, Ga.	142,838	266
Mansfield	142,703	267
Sioux Falls	142,625	268
San Angelo	142,404	269
Rochester, Minn.	141,289	270
Clarksville - Hopkinsville	140,484	271
Florence, S.C.	140,070	272
Lawton	136,946	273
Yuba City	135,166	274
St. Joseph	134,022	275
Santa Fe	133,753	276
Medford	133,529	277
Bloomington - Normal	132,525	278
Battle Creek	131,263	279
Eau Claire	127,104	280
Columbia, Mo.	126,350	281
Sharon	126,314	282
Fayetteville - Springdale	125,696	283
Jackson, Mich.	125,239	284
Florence, Ala.	124,855	285
Kokomo	123,821	286
Lafayette - West Lafayette	121,221	287
Casper	119,510	288
Owensboro	118,280	289
Danville, Va.	117,765	290
Victoria	117,442	291
Hagerstown	117,310	292
Sherman - Denison	112,571	293
Panama City	112,163	294
Gadsden	112,014	295
State College	111,909	296
Cumberland	109,850	297
Jacksonville, N.C.	108,966	298
Rapid City	107,525	299
Bloomington, Ind.	104,773	300
La Crosse	104,494	301
Las Cruces	103,531	302
Dubuque	103,342	303
Wausau	102,829	304
Kankakee	102,771	305
Elmira	101,682	306
Pine Bluff	99,849	307
Jackson, Tenn.	96,938	308
Sheboygan	95,105	309
Bismarck	94,314	310
Enid	93,707	311
Anniston	93,447	312
Great Falls	90,454	313
Iowa City	90,098	314
Cheyenne	82,823	315
Lawrence, Kans.	76,590	316
Grand Forks	58,519	317
Total Above Areas	**226,150,760**	
Percent of U.S.	**78.2921**	
U.S. Total	**288,855,131**	

AUTOMOTIVE DEALER SALES

Area	($000)	Rank
Los Angeles - Long Beach	11,440,094	1
Chicago	6,946,431	2
Detroit	6,285,894	3
Philadelphia	6,026,256	4
Washington	6,002,162	5
Boston - Lawrence - Salem - Lowell - Brockton	5,453,794	6
New York	5,066,948	7
Houston	4,588,833	8
Atlanta	4,348,536	9
Minneapolis - St. Paul	3,927,974	10
Dallas	3,621,969	11
St. Louis	3,609,848	12
Anaheim - Santa Ana	3,600,576	13
Nassau - Suffolk	3,584,412	14
Miami - Hialeah	3,575,005	15
San Diego	3,164,039	16
Baltimore	3,132,450	17
Tampa - St. Petersburg - Clearwater	2,973,208	18
Oakland	2,869,429	19
Kansas City	2,667,760	20
Fort Lauderdale - Hollywood - Pompano Beach	2,636,023	21
Pittsburgh	2,547,251	22
San Francisco	2,511,551	23
Phoenix	2,398,138	24
Cleveland	2,393,463	25
Seattle	2,320,740	26
Newark	2,317,269	27
San Jose	2,304,857	28
Riverside - San Bernardino	2,281,911	29
Denver	2,222,093	30
Indianapolis	1,945,681	31
Bergen - Passaic	1,941,861	32
Sacramento	1,869,706	33
Oklahoma City	1,841,518	34
Columbus, Ohio	1,838,464	35
Orlando	1,797,706	36
Norfolk - Virginia Beach - Newport News	1,760,568	37
Charlotte - Gastonia - Rock Hill	1,749,710	38
Cincinnati	1,698,245	39
Fort Worth - Arlington	1,689,842	40
Milwaukee	1,648,129	41
Portland, Ore.	1,639,544	42
Monmouth - Ocean	1,543,140	43
Hartford - New Britain - Middletown - Bristol	1,530,476	44
Memphis	1,455,904	45
West Palm Beach - Boca Raton - Delray Beach	1,453,377	46
Nashville	1,373,993	47
Greensboro - Winston-Salem - High Point	1,367,381	48
Jacksonville, Fla.	1,352,166	49
Bridgeport - Stamford - Norwalk - Danbury	1,314,188	50
Total Top 50	149,482,713	
Rochester, N.Y.	1,299,432	51
San Antonio	1,262,930	52
New Orleans	1,219,712	53
Richmond - Petersburg	1,187,235	54
Middlesex - Somerset - Hunterdon	1,180,556	55
Louisville	1,158,669	56
Dayton - Springfield	1,137,971	57
Birmingham	1,115,229	58
Salt Lake City - Ogden	1,047,747	59
Lake County, Ill.	1,026,037	60
Albany - Schenectady - Troy	1,025,173	61
Buffalo	994,089	62
Raleigh - Durham	969,935	63
Tulsa	968,358	64
Grand Rapids	964,976	65
Austin	942,630	66
New Haven - Waterbury - Meriden	919,342	67
Toledo	914,784	68
Knoxville	894,653	69
Omaha	886,591	70
Providence - Pawtucket - Woonsocket	874,143	71
Oxnard - Ventura	850,164	72
Allentown - Bethlehem	842,240	73
Wilmington, Del.	815,618	74
Harrisburg - Lebanon - Carlisle	809,029	75
Las Vegas	800,477	76
Greenville - Spartanburg	773,875	77
Syracuse	772,161	78
Worcester - Fitchburg - Leominster	771,669	79
Akron	746,331	80
Gary - Hammond	729,993	81
Fresno	727,178	82
Scranton - Wilkes-Barre	709,293	83
Wichita	697,222	84
Honolulu	684,907	85
Springfield, Mass.	684,900	86
Charleston, S.C.	679,748	87
New Bedford - Fall River - Attleboro	674,769	88
Flint	673,070	89
Tucson	652,356	90
Little Rock - North Little Rock	651,062	91
Johnson City - Kingsport - Bristol	637,438	92
Tacoma	632,813	93
Albuquerque	622,330	94
Bakersfield	606,436	95
Lansing - East Lansing	590,120	96
Mobile	587,336	97
Columbia, S.C.	585,708	98
Chattanooga	569,813	99
Saginaw - Bay City - Midland	561,320	100
Total Top 100	191,782,338	
Lakeland - Winter Haven	553,904	101
Melbourne - Titusville - Palm Bay	549,987	102
Baton Rouge	546,676	103
Jackson, Miss.	540,384	104
Des Moines	534,108	105
Manchester - Nashua	534,480	106
Youngstown - Warren	521,301	107
Santa Barbara - Santa Maria - Lompoc	513,240	108
Davenport - Rock Island - Moline	509,222	109
Madison	501,380	110
Portsmouth - Dover - Rochester	500,809	111
Beaumont - Port Arthur	500,611	112
Colorado Springs	494,522	113
Anchorage	486,927	114
Stockton	483,889	115
Canton	476,220	116
Sarasota	470,588	117
Spokane	466,240	118
Charleston, W.Va.	465,453	119
Augusta	464,166	120
Lancaster	462,782	121
Corpus Christi	460,364	122
Reading	459,060	123
Lexington-Fayette	457,644	124
Macon - Warner Robins	457,338	125
Fort Wayne	456,431	126
El Paso	455,080	127
Peoria	452,464	128
Pensacola	450,179	129
Salinas - Seaside - Monterey	440,574	130
Daytona Beach	439,906	131
Jersey City	430,981	132
Vallejo - Fairfield - Napa	430,386	133
Fort Myers - Cape Coral	423,880	134
York	416,336	135
New London - Norwich	405,639	136
Montgomery	400,744	137
Portland, Me.	394,226	138
Ann Arbor	393,176	139
Atlantic City	392,788	140
Shreveport	390,145	141
Lubbock	388,442	142
Evansville	383,908	143
Santa Rosa - Petaluma	381,434	144
Elkhart - Goshen	380,274	145
Springfield, Mo.	379,991	146
Bradenton	375,473	147
Rockford	372,752	148
Reno	370,848	149
Joliet	359,110	150
Total Top 150	214,348,848	
Visalia - Tulare - Porterville	357,766	151
Trenton	355,620	152
Fort Pierce	353,536	153
South Bend - Mishawaka	347,934	154
Columbus, Ga.	343,936	155
Fayetteville, N.C.	342,710	156
Savannah	340,650	157
Amarillo	340,474	158
Eugene - Springfield	339,498	159
Huntington - Ashland	325,462	160
Modesto	315,552	161
Odessa	315,148	162
Appleton - Oshkosh - Neenah	313,600	163
Auror[illegible]	312,625	164
Long [illegible]	308,946	165
Ora[illegible] N.Y.	308,181	166
Boul[illegible]	305,931	167
Erie	304,999	168
Lorain - Elyria	304,765	169
Huntsville	298,794	170
Utica - Rome	298,767	171
Binghamton	296,551	172
Asheville	295,339	173
Fargo - Moorhead	294,908	174
Kalamazoo	290,542	175
Lafayette, La.	288,902	176
Hamilton - Middletown	285,671	177
Poughkeepsie	283,625	178
Gainesville	282,678	179
Hickory	273,022	180
Biloxi - Gulfport	265,948	181
McAllen - Edinburg - Mission	265,583	182
Salem, Ore.	265,565	183
Roanoke	261,326	184
Galveston - Texas City	259,223	185
Abilene	256,186	186
Santa Cruz	245,091	187
Lincoln	241,353	188
Duluth	239,008	189
Topeka	237,899	190
Naples	237,121	191
Sioux Falls	235,812	192
Burlington, Vt.	234,795	193
Killeen - Temple	234,653	194
Springfield, Ill.	231,568	195
St. Cloud	230,620	196
Ocala	227,819	197
Panama City	225,951	198
Wilmington, N.C.	224,649	199
Brownsville - Harlingen	223,988	200
Total Top 200	228,621,179	
Waco	221,691	201
Dothan	221,664	202
Johnstown	221,086	203
Green Bay	220,165	204
Joplin	217,725	205
Tallahassee	217,442	206
Terre Haute	216,496	207
Fort Walton Beach	214,633	208
Bangor	214,430	209
Eau Claire	214,188	210
Clarksville - Hopkinsville	214,055	211
Parkersburg - Marietta	213,831	212
Burlington, N.C.	210,610	213
Tyler	207,924	214
Wichita Falls	206,435	215
Houma - Thibodaux	204,125	216
Rochester, Minn.	203,279	217
Yakima	201,267	218
Brazoria	199,248	219
Cedar Rapids	198,035	220
Billings	193,413	221
Fort Collins - Loveland	192,521	222
Niagara Falls	192,267	223
Waterloo - Cedar Falls	192,081	224
Boise	191,903	225
Champaign - Urbana - Rantoul	191,828	226
Pittsfield	191,238	227
Merced	189,695	228
Wheeling	188,209	229
Midland, Tex.	185,127	230
Lima	184,583	231
Bismarck	180,144	232
Lafayette - West Lafayette	178,297	233
Mansfield	177,345	234
Altoona	176,945	235
Anderson, Ind.	174,768	236
Medford	174,483	237
Florence, S.C.	174,292	238
Albany, Ga.	173,822	239
Kokomo	172,768	240
Chico	171,040	241
Jacksonville, N.C.	170,867	242
Fort Smith	169,948	243
Athens	169,223	244
Lynchburg	168,806	245
Decatur	165,904	246
Lake Charles	165,898	247
Provo - Orem	165,439	248
Racine	161,564	249
Florence, Ala.	161,241	250
Total Top 250	238,205,885	
Muncie	160,727	251
Bloomington - Normal	159,510	252
Rapid City	159,328	253
San Angelo	157,161	254
St. Joseph	156,306	255
Anderson, S.C.	156,025	256
Vineland - Millville - Bridgeton	154,544	257
Battle Creek	153,140	258
Richland - Kennewick - Pasco	150,922	259
Charlottesville	150,521	260
Sioux City	150,060	261
Benton Harbor	149,726	262
Vancouver	149,317	263
Monroe	148,581	264
Tuscaloosa	146,966	265
Sharon	144,608	266
Grand Forks	144,013	267
Bremerton	142,822	268
Santa Fe	142,260	269
Redding	141,980	270
Muskegon	141,498	271
Williamsport	140,444	272
Casper	140,362	273
Olympia	137,930	274
Greeley	137,445	275
Hagerstown	137,212	276
Lewiston - Auburn	135,640	277
Texarkana	134,441	278
Columbia, Mo.	133,602	279
Janesville - Beloit	133,598	280
Steubenville - Weirton	131,909	281
Alexandria, La.	130,934	282
Glens Falls	130,927	283
Sherman - Denison	130,822	284
Beaver County, Pa.	129,126	285
La Crosse	126,672	286
Lawton	125,437	287
Bellingham	123,897	288
Jackson, Mich.	120,397	289
Fayetteville - Springdale	117,948	290
Las Cruces	116,801	291
Jackson, Tenn.	116,683	292
Danville, Va.	116,438	293
Bryan - College Station	116,376	294
Kankakee	116,216	295
Wausau	115,336	296
Owensboro	114,708	297
Victoria	112,919	298
Anniston	111,741	299
Yuba City	111,122	300
Pascagoula	110,567	301
Bloomington, Ind.	108,843	302
Elmira	107,886	303
State College	107,846	304
Great Falls	105,569	305
Dubuque	104,728	306
Cheyenne	103,719	307
Pueblo	102,596	308
Laredo	98,019	309
Enid	95,361	310
Cumberland	94,119	311
Lawrence, Kans.	93,871	312
Sheboygan	91,282	313
Kenosha	89,114	314
Pine Bluff	87,400	315
Gadsden	86,088	316
Iowa City	76,190	317
Total Above Areas	246,674,294	
Percent of U.S.	81.1411	
U.S. Total	304,006,622	

S&MM METRO MARKET RANKING

GENERAL MERCHANDISE STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	5,670,080	1
New York	4,738,743	2
Chicago	4,163,874	3
Philadelphia	3,454,177	4
Washington	3,078,385	5
Detroit	3,049,313	6
Boston - Lawrence - Salem - Lowell - Brockton	3,043,336	7
Houston	2,531,299	8
Minneapolis - St. Paul	2,402,664	9
Atlanta	2,182,364	10
St. Louis	2,178,534	11
Nassau - Suffolk	2,052,151	12
Dallas	1,879,780	13
Anaheim - Santa Ana	1,828,476	14
Pittsburgh	1,673,203	15
San Diego	1,692,945	16
Cleveland	1,670,956	17
Baltimore	1,597,911	18
Oakland	1,583,454	19
San Francisco	1,510,736	20
Miami - Hialeah	1,484,459	21
Kansas City	1,420,648	22
Denver	1,416,839	23
Portland, Ore.	1,387,690	24
Tampa - St. Petersburg - Clearwater	1,362,922	25
Phoenix	1,339,863	26
Cincinnati	1,332,467	27
San Jose	1,328,573	28
Seattle	1,256,738	29
Riverside - San Bernardino	1,241,156	30
Bergen - Passaic	1,143,155	31
Milwaukee	1,086,434	32
Columbus, Ohio	1,037,722	33
Indianapolis	987,511	34
Newark	964,282	35
Fort Worth - Arlington	961,025	36
New Orleans	909,887	37
Sacramento	901,686	38
Fort Lauderdale - Hollywood - Pompano Beach	891,083	39
Oklahoma City	889,464	40
Norfolk - Virginia Beach - Newport News	874,771	41
Memphis	848,154	42
Nashville	824,735	43
San Antonio	819,620	44
Hartford - New Britain - Middletown - Bristol	805,041	45
Louisville	802,867	46
Bridgeport - Stamford - Norwalk - Danbury	771,890	47
Dayton - Springfield	736,659	48
Toledo	732,438	49
Honolulu	711,912	50
Total Top 50	88,262,264	
Salt Lake City - Ogden	703,389	51
Middlesex - Somerset - Hunterdon	701,086	52
Richmond - Petersburg	674,134	53
Orlando	663,915	54
Charlotte - Gastonia - Rock Hill	640,578	55
Grand Rapids	621,008	56
New Haven - Waterbury - Meriden	614,325	57
Providence - Pawtucket - Woonsocket	612,192	58
Greensboro - Winston-Salem - High Point	604,371	59
West Palm Beach - Boca Raton - Delray Beach	597,882	60
Rochester, N.Y.	583,931	61
Monmouth - Ocean	572,997	62
Buffalo	564,874	63
Las Vegas	534,532	64
Knoxville	530,037	65
Omaha	517,170	66
Worcester - Fitchburg - Leominster	512,794	67
Flint	511,301	68
Albany - Schenectady - Troy	505,292	69
Raleigh - Durham	495,734	70
Austin	495,608	71
Scranton - Wilkes-Barre	493,331	72
Tulsa	491,874	73
Jacksonville, Fla.	486,019	74
Springfield, Mass.	483,121	75
Birmingham	475,380	76
Wilmington, Del.	470,015	77
Tucson	461,636	78
Akron	450,431	79
Baton Rouge	450,268	80
Youngstown - Warren	443,201	81
Allentown - Bethlehem	439,837	82
Oxnard - Ventura	431,844	83
Gary - Hammond	429,225	84
Lansing - East Lansing	428,072	85
Harrisburg - Lebanon - Carlisle	426,289	86
Manchester - Nashua	424,481	87
Greenville - Spartanburg	413,492	88
Saginaw - Bay City - Midland	400,178	89
Wichita	399,162	90
Little Rock - North Little Rock	393,077	91
El Paso	383,143	92
Syracuse	350,040	93
Des Moines	349,196	94
Albuquerque	347,452	95
New Bedford - Fall River - Attleboro	342,014	96
Fresno	339,962	97
Anchorage	339,635	98
Johnson City - Kingsport - Bristol	336,528	99
Tacoma	330,291	100
Total Top 100	107,584,784	
Huntington - Ashland	327,931	101
Chattanooga	327,876	102
Reno	326,122	103
Lexington-Fayette	325,310	104
Mobile	321,483	105
Jackson, Miss.	318,880	106
Columbia, S.C.	311,621	107
Colorado Springs	307,992	108
Davenport - Rock Island - Moline	303,478	109
Beaumont - Port Arthur	298,536	110
Madison	283,636	111
Shreveport	283,536	112
Kalamazoo	276,760	113
Ann Arbor	274,836	114
Melbourne - Titusville - Palm Bay	274,783	115
Canton	274,780	116
Charleston, S.C.	273,383	117
Fort Wayne	272,642	118
Trenton	269,447	119
Pensacola	269,365	120
Evansville	264,096	121
Peoria	259,134	122
Spokane	255,122	123
Bakersfield	253,242	124
Santa Barbara - Santa Maria - Lompoc	252,475	125
Augusta	248,204	126
Lake County, Ill.	246,110	127
Springfield, Mo.	245,936	128
Stockton	241,734	129
Reading	241,465	130
Corpus Christi	237,674	131
Appleton - Oshkosh - Neenah	237,419	132
Lafayette, La.	236,351	133
Lakeland - Winter Haven	235,789	134
McAllen - Edinburg - Mission	233,483	135
Green Bay	231,125	136
Lancaster	229,733	137
Rockford	220,737	138
South Bend - Mishawaka	220,437	139
York	219,142	140
Portland, Me.	217,847	141
Santa Rosa - Petaluma	216,778	142
Macon - Warner Robins	213,922	143
Eugene - Springfield	212,866	144
Duluth	211,199	145
Daytona Beach	210,538	146
Modesto	209,835	147
Montgomery	208,216	148
Sarasota	207,048	149
Fort Myers - Cape Coral	204,618	150
Total Top 150	120,431,726	
Roanoke	204,428	151
Atlantic City	202,991	152
Orange County, N.Y.	202,389	153
Salem, Ore.	201,625	154
Charleston, W.Va.	200,482	155
Tallahassee	199,996	156
Fayetteville, N.C.	199,069	157
Aurora - Elgin	198,071	158
Salinas - Seaside - Monterey	196,484	159
Lubbock	195,364	160
Odessa	190,769	161
Wheeling	187,381	162
Savannah	183,361	163
Visalia - Tulare - Porterville	183,220	164
Vallejo - Fairfield - Napa	182,455	165
Portsmouth - Dover - Rochester	181,146	166
Cedar Rapids	180,930	167
Lorain - Elyria	175,250	168
Killeen - Temple	171,117	169
Brownsville - Harlingen	169,798	170
Erie	169,249	171
Columbus, Ga.	165,829	172
Springfield, Ill.	163,986	173
Longview - Marshall	163,192	174
Utica - Rome	163,172	175
Binghamton	162,564	176
Lincoln	161,922	177
Huntsville	160,248	178
Midland, Tex.	160,104	179
Lima	159,508	180
Biloxi - Gulfport	158,944	181
Waco	157,930	182
Beaver County, Pa.	156,831	183
Joliet	156,693	184
Laredo	155,949	185
Vancouver	154,708	186
Amarillo	152,588	187
Jackson, Mich.	150,798	188
Poughkeepsie	150,336	189
Mansfield	150,088	190
Wichita Falls	146,707	191
Muskegon	146,142	192
Abilene	145,014	193
Tyler	144,693	194
Asheville	143,276	195
Lynchburg	143,173	196
Champaign - Urbana - Rantoul	143,096	197
Gainesville	142,210	198
Boulder - Longmont	141,317	199
Parkersburg - Marietta	140,170	200
Total Top 200	128,848,098	
Topeka	137,798	201
Hamilton - Middletown	136,771	202
Janesville - Beloit	136,694	203
Billings	134,101	204
Houma - Thibodaux	134,016	205
Terre Haute	133,234	206
Niagara Falls	132,153	207
Jackson, Tenn.	130,997	208
Rochester, Minn.	129,395	209
Johnstown	127,485	210
Fargo - Moorhead	126,069	211
Sioux Falls	124,634	212
Fayetteville - Springdale	124,610	213
Benton Harbor	124,356	214
Wilmington, N.C.	123,980	215
Joplin	123,338	216
New London - Norwich	123,311	217
Bradenton	122,614	218
Lake Charles	121,966	219
Fort Collins - Loveland	121,916	220
Fort Smith	121,900	221
Medford	121,637	222
Battle Creek	121,083	223
Galveston - Texas City	120,540	224
Decatur	120,467	225
Athens	120,408	226
Ocala	119,827	227
Jersey City	119,497	228
Provo - Orem	118,921	229
Racine	117,081	230
Fort Walton Beach	116,340	231
St. Cloud	115,512	232
Olympia	114,638	233
Charlottesville	114,584	234
Bryan - College Station	114,425	235
Monroe	114,165	236
Lafayette - West Lafayette	113,119	237
Bloomington - Normal	111,134	238
Fort Pierce	110,967	239
Waterloo - Cedar Falls	110,415	240
Eau Claire	108,784	241
Richland - Kennewick - Pasco	108,060	242
Clarksville - Hopkinsville	106,962	243
Hickory	106,514	244
Bangor	106,150	245
Yakima	105,245	246
Altoona	104,961	247
Dothan	104,583	248
Alexandria, La.	104,135	249
Lawton	103,841	250
Total Top 250	134,613,746	
Sioux City	102,783	251
Burlington, Vt.	102,494	252
Florence, Ala.	101,812	253
La Crosse	101,191	254
Texarkana	101,144	255
Albany, Ga.	100,912	256
Tuscaloosa	100,848	257
Pueblo	99,523	258
Pascagoula	99,461	259
Pittsfield	98,841	260
Grand Forks	98,445	261
Cumberland	98,289	262
Yuba City	98,093	263
Elmira	97,808	264
San Angelo	97,744	265
Chico	96,499	266
Muncie	95,569	267
St. Joseph	95,493	268
Brazoria	95,251	269
Santa Cruz	91,353	270
Rapid City	91,288	271
Wausau	90,152	272
Bismarck	89,960	273
Panama City	89,540	274
Florence, S.C.	89,448	275
Anderson, Ind.	89,272	276
Owensboro	89,264	277
Merced	88,170	278
Dubuque	86,365	279
Steubenville - Weirton	85,508	280
Jacksonville, N.C.	84,378	281
Hagerstown	83,708	282
Williamsport	82,846	283
Sharon	82,086	284
Elkhart - Goshen	81,634	285
Naples	81,141	286
Boise	80,812	287
Kokomo	79,533	288
Anderson, S.C.	77,097	289
Redding	76,857	290
Vineland - Millville - Bridgeton	76,607	291
Victoria	76,272	292
Kenosha	75,166	293
Columbia, Mo.	74,819	294
Sheboygan	74,819	294
Bellingham	74,167	296
Sherman - Denison	73,960	297
Bloomington, Ind.	72,733	298
Las Cruces	70,123	299
Greeley	69,070	300
Burlington, N.C.	68,860	301
Glens Falls	68,181	302
Great Falls	66,322	303
Lewiston - Auburn	65,788	304
Bremerton	64,170	305
Cheyenne	63,475	306
Anniston	61,588	307
State College	59,273	308
Gadsden	58,790	309
Pine Bluff	57,628	310
Kankakee	56,802	311
Iowa City	55,540	312
Casper	54,727	313
Santa Fe	54,590	314
Danville, Va.	40,867	315
Enid	37,641	316
Lawrence, Kans.	35,779	317
Total Above Areas	148,183,148	
Percent of U.S.	86.8620	
U.S. Total	168,838,148	

FURNITURE / HOME FURNISHINGS / APPLIANCE STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	3,137,467	1
New York	3,006,699	2
Chicago	1,972,348	3
Washington	1,560,938	4
Philadelphia	1,381,813	5
Detroit	1,288,838	6
Nassau - Suffolk	1,262,125	7
Boston - Lawrence - Salem - Lowell - Brockton	1,203,828	8
Houston	1,138,510	9
Dallas	857,953	10
Anaheim - Santa Ana	825,230	11
Atlanta	817,279	12
San Francisco	776,745	13
Denver	770,299	14
San Diego	743,316	15
Phoenix	738,581	16
Newark	707,340	17
Minneapolis - St. Paul	696,509	18
Miami - Hialeah	691,866	19
St. Louis	678,212	20
Oakland	674,471	21
Tampa - St. Petersburg - Clearwater	668,763	22
Bergen - Passaic	659,399	23
Baltimore	651,989	24
San Jose	631,713	25
Cleveland	612,303	26
Seattle	567,801	27
Fort Lauderdale - Hollywood - Pompano Beach	551,964	28
Pittsburgh	547,098	29
Riverside - San Bernardino	472,164	30
Middlesex - Somerset - Hunterdon	463,723	31
New Orleans	461,210	32
Norfolk - Virginia Beach - Newport News	460,094	33
Sacramento	431,724	34
Oklahoma City	426,843	35
Columbus, Ohio	424,893	36
Kansas City	417,267	37
Cincinnati	390,232	38
Milwaukee	369,683	39
West Palm Beach - Boca Raton - Delray Beach	364,986	40
San Antonio	362,626	41
Indianapolis	359,163	42
Hartford - New Britain - Middletown - Bristol	346,263	43
Salt Lake City - Ogden	343,597	44
Portland, Ore.	341,390	45
Fort Worth - Arlington	338,682	46
Charlotte - Gastonia - Rock Hill	334,160	47
Bridgeport - Stamford - Norwalk - Danbury	332,131	48
Memphis	329,378	49
Greensboro - Winston-Salem - High Point	326,066	50
Total Top 50	37,926,868	
Orlando	286,129	51
Rochester, N.Y.	279,334	52
Dayton - Springfield	267,411	53
Nashville	265,996	54
Louisville	263,207	55
Omaha	259,757	56
Austin	257,876	57
Monmouth - Ocean	256,330	58
Tulsa	250,381	59
Madison	247,766	60
Birmingham	246,013	61
Grand Rapids	245,429	62
Buffalo	243,100	63
Albany - Schenectady - Troy	242,584	64
Raleigh - Durham	230,178	65
Las Vegas	229,773	66
Richmond - Petersburg	226,922	67
New Haven - Waterbury - Meriden	225,685	68
Knoxville	210,816	69
Jacksonville, Fla.	208,519	70
Providence - Pawtucket - Woonsocket	199,664	71
Tucson	199,008	72
Baton Rouge	195,448	73
Toledo	195,239	74
Greenville - Spartanburg	181,008	75
Albuquerque	173,629	76
Syracuse	173,416	77
Wilmington, Del.	171,111	78
Santa Barbara - Santa Maria - Lompoc	163,770	79
Harrisburg - Lebanon - Carlisle	161,686	80
Fresno	155,910	81
Honolulu	155,080	82
Allentown - Bethlehem	151,491	83
Gary - Hammond	148,677	84
Sarasota	148,616	85
Scranton - Wilkes-Barre	142,236	86
Springfield, Mass.	141,415	87
Little Rock - North Little Rock	139,943	88
El Paso	137,371	89
Jersey City	135,836	90
Lansing - East Lansing	135,753	91
Worcester - Fitchburg - Leominster	135,334	92
Charleston, S.C.	134,572	93
Wichita	132,932	94
Oxnard - Ventura	132,280	95
Fort Myers - Cape Coral	130,533	96
Saginaw - Bay City - Midland	129,091	97
Chattanooga	128,964	98
Anchorage	128,281	99
Bakersfield	128,177	100
Total Top 100	47,446,892	
Lake County, Ill.	127,243	101
Lancaster	126,891	102
Akron	123,783	103
Flint	123,161	104
Mobile	121,236	105
Des Moines	121,216	106
Manchester - Nashua	120,820	107
Colorado Springs	119,856	108
Corpus Christi	119,296	109
New Bedford - Fall River - Attleboro	119,202	110
Youngstown - Warren	118,651	111
Shreveport	116,831	112
Tacoma	115,601	113
South Bend - Mishawaka	114,749	114
Fayetteville, N.C.	113,484	115
Fort Wayne	112,303	116
Columbia, S.C.	110,418	117
Stockton	107,154	118
Boulder - Longmont	106,471	119
Beaumont - Port Arthur	106,358	120
Modesto	105,883	121
Kalamazoo	105,134	122
Trenton	104,402	123
Ann Arbor	104,093	124
Santa Rosa - Petaluma	104,007	125
Lexington-Fayette	103,343	126
Portsmouth - Dover - Rochester	102,047	127
Johnson City - Kingsport - Bristol	100,300	128
Reading	99,781	129
Daytona Beach	99,335	130
Jackson, Miss.	99,083	131
McAllen - Edinburg - Mission	96,317	132
Laredo	95,937	133
Spokane	95,749	134
Augusta	95,301	135
Evansville	95,126	136
Salinas - Seaside - Monterey	94,397	137
Lubbock	93,950	138
Melbourne - Titusville - Palm Bay	91,245	139
Atlantic City	91,137	140
Canton	90,148	141
Peoria	89,413	142
Vallejo - Fairfield - Napa	89,099	143
Naples	87,486	144
York	87,049	145
Odessa	85,443	146
Davenport - Rock Island - Moline	84,110	147
Reno	83,941	148
Rockford	83,879	149
Pensacola	81,551	150
Total Top 150	52,644,902	
Macon - Warner Robins	79,368	151
Orange County, N.Y.	79,112	152
Lafayette, La.	78,941	153
Roanoke	78,490	154
Appleton - Oshkosh - Neenah	78,411	155
Columbus, Ga.	78,117	156
Fort Pierce	76,432	157
Springfield, Mo.	76,369	158
Brownsville - Harlingen	75,308	159
Tallahassee	74,738	160
Savannah	74,714	161
Eugene - Springfield	73,423	162
Visalia - Tulare - Porterville	72,973	163
New London - Norwich	72,780	164
Amarillo	71,691	165
Huntington - Ashland	71,592	166
Erie	70,895	167
Utica - Rome	69,786	168
Longview - Marshall	68,824	169
Midland, Tex.	66,966	170
Binghamton	66,676	171
Huntsville	66,096	172
Lakeland - Winter Haven	66,012	173
Aurora - Elgin	64,949	174
Bradenton	62,309	175
Billings	62,249	176
Montgomery	60,395	177
Boise	60,089	178
Portland, Me.	58,257	179
Poughkeepsie	58,130	180
Green Bay	57,388	181
Fort Walton Beach	56,773	182
Ocala	56,676	183
Hickory	56,322	184
Springfield, Ill.	56,068	185
Charleston, W.Va.	55,466	186
Santa Cruz	55,340	187
Lake Charles	54,279	188
Killeen - Temple	53,733	189
Fort Collins - Loveland	53,161	190
Wichita Falls	53,100	191
Asheville	52,945	192
Duluth	52,433	193
Houma - Thibodaux	51,444	194
Lincoln	51,230	195
Salem, Ore.	51,210	196
Gainesville	49,834	197
Abilene	49,731	198
Provo - Orem	49,191	199
Charlottesville	48,492	200
Total Top 200	55,822,536	
Wheeling	47,815	201
Monroe	47,536	202
Johnstown	47,376	203
Waco	46,197	204
Lorain - Elyria	45,414	205
Muncie	44,781	206
Joliet	44,510	207
Burlington, Vt.	44,373	208
Champaign - Urbana - Rantoul	44,329	209
Wilmington, N.C.	44,241	210
Cedar Rapids	43,337	211
Sioux Falls	43,302	212
Burlington, N.C.	43,070	213
Tyler	42,640	214
Fargo - Moorhead	42,351	215
Biloxi - Gulfport	41,219	216
Chico	40,120	217
Hamilton - Middletown	39,727	218
Altoona	39,333	219
Fort Smith	39,193	220
Decatur	38,693	221
Dothan	38,474	222
San Angelo	38,133	223
Jacksonville, N.C.	38,093	224
Bloomington - Normal	37,746	225
Lynchburg	37,501	226
Racine	37,386	227
Galveston - Texas City	37,242	228
Parkersburg - Marietta	37,212	229
Anderson, S.C.	37,160	230
Great Falls	37,129	231
Pueblo	36,702	232
Topeka	36,336	233
Beaver County, Pa.	36,244	234
Albany, Ga.	36,138	235
La Crosse	35,895	236
Olympia	35,630	237
Alexandria, La.	35,330	238
Eau Claire	35,237	239
Waterloo - Cedar Falls	35,196	240
Panama City	34,989	241
Brazoria	34,933	242
Terre Haute	34,739	243
Bremerton	34,660	244
Santa Fe	32,951	245
Cheyenne	32,947	246
St. Cloud	32,774	247
Lima	32,513	248
Niagara Falls	32,326	249
Lawton	32,108	250
Total Top 250	57,766,194	
Texarkana	31,889	251
Hagerstown	31,613	252
Rochester, Minn.	31,549	253
Bellingham	31,390	254
Casper	31,334	255
Anderson, Ind.	31,149	256
Muskegon	31,073	257
Florence, S.C.	30,879	258
Sioux City	30,718	259
Vancouver	30,664	260
Lafayette - West Lafayette	30,498	261
Rapid City	30,021	262
Medford	29,985	263
Athens	29,847	264
Tuscaloosa	29,557	265
Joplin	29,515	266
Jackson, Mich.	29,089	267
Yakima	28,111	268
Clarksville - Hopkinsville	28,073	269
Richland - Kennewick - Pasco	27,937	270
Williamsport	27,738	271
Pittsfield	27,549	272
Owensboro	27,548	273
Las Cruces	27,310	274
State College	27,136	275
Enid	26,858	276
Janesville - Beloit	26,738	277
Grand Forks	26,330	278
Greeley	26,246	279
Sharon	25,873	280
Vineland - Millville - Bridgeton	25,824	281
Bryan - College Station	25,663	282
Yuba City	25,516	283
Bangor	25,380	284
Bismarck	25,313	285
Redding	25,230	286
Dubuque	25,033	287
Steubenville - Weirton	24,915	288
Florence, Ala.	24,824	289
Bloomington, Ind.	24,757	290
Victoria	24,737	291
Fayetteville - Springdale	24,675	292
Sherman - Denison	24,619	293
Jackson, Tenn.	24,472	294
Battle Creek	24,464	295
Mansfield	24,107	296
Cumberland	24,101	297
Columbia, Mo.	23,833	298
Merced	23,400	299
Elkhart - Goshen	23,290	300
Kokomo	23,073	301
Wausau	22,874	302
Kenosha	22,846	303
Kankakee	21,983	304
Iowa City	21,269	305
Anniston	20,980	306
St. Joseph	20,234	307
Elmira	19,905	308
Benton Harbor	19,565	309
Danville, Va.	18,774	310
Gadsden	18,630	311
Pascagoula	18,387	312
Glens Falls	17,360	313
Pine Bluff	17,202	314
Sheboygan	15,353	315
Lawrence, Kans.	13,509	316
Lewiston - Auburn	13,436	317
Total Above Areas	59,466,514	
Percent of U.S.	85.7280	
U.S. Total	69,380,649	

DRUGSTORE SALES

Area	($000)	Rank
Chicago	1,792,085	1
Los Angeles - Long Beach	1,710,931	2
New York	1,487,093	3
Detroit	1,309,267	4
Philadelphia	951,167	5
Boston - Lawrence - Salem - Lowell - Brockton	919,425	6
Washington	899,702	7
Houston	616,406	8
Cleveland	593,740	9
Nassau - Suffolk	583,344	10
Miami - Hialeah	532,013	11
Atlanta	507,443	12
Oakland	497,799	13
Baltimore	489,890	14
Phoenix	489,256	15
Anaheim - Santa Ana	484,459	16
San Francisco	454,480	17
St. Louis	424,369	18
San Diego	408,337	19
Dallas	400,276	20
Minneapolis - St. Paul	393,895	21
Seattle	391,765	22
Pittsburgh	383,362	23
San Jose	368,773	24
Tampa - St. Petersburg - Clearwater	361,317	25
Cincinnati	345,648	26
Sacramento	344,529	27
Indianapolis	343,570	28
New Orleans	342,449	29
Newark	339,140	30
Riverside - San Bernardino	330,971	31
Honolulu	307,406	32
Kansas City	298,113	33
Bergen - Passaic	294,904	34
Fort Lauderdale - Hollywood - Pompano Beach	291,460	35
Milwaukee	264,809	36
Denver	257,994	37
Columbus, Ohio	234,129	38
Hartford - New Britain - Middletown - Bristol	232,367	39
Buffalo	230,160	40
Louisville	228,182	41
Memphis	228,134	42
Rochester, N.Y.	227,471	43
Providence - Pawtucket - Woonsocket	212,531	44
Charlotte - Gastonia - Rock Hill	199,231	45
West Palm Beach - Boca Raton - Delray Beach	198,774	46
Richmond - Petersburg	195,332	47
Gary - Hammond	194,116	48
Norfolk - Virginia Beach - Newport News	192,012	49
Toledo	190,896	50
Total Top 50	23,968,113	
Albany - Schenectady - Troy	180,163	51
Birmingham	178,997	52
Jacksonville, Fla.	175,226	53
Fort Worth - Arlington	174,774	54
Greensboro - Winston-Salem - High Point	174,163	55
Nashville	171,147	56
Dayton - Springfield	169,281	57
Middlesex - Somerset - Hunterdon	164,183	58
Monmouth - Ocean	161,636	59
Las Vegas	157,995	60
Syracuse	155,774	61
Fresno	151,982	62
Bridgeport - Stamford - Norwalk - Danbury	149,677	63
Scranton - Wilkes-Barre	149,449	64
Raleigh - Durham	148,362	65
Worcester - Fitchburg - Leominster	147,569	66
Orlando	144,416	67
Tucson	142,122	68
Oklahoma City	140,101	69
Akron	136,851	70
New Haven - Waterbury - Meriden	133,095	71
Salt Lake City - Ogden	130,412	72
Springfield, Mass.	128,136	73
Knoxville	124,165	74
Lake County, Ill.	120,158	75
San Antonio	120,117	76
Flint	117,478	77
Omaha	114,869	78
Harrisburg - Lebanon - Carlisle	114,402	79
Oxnard - Ventura	113,259	80
Mobile	112,146	81
Portland, Ore.	111,177	82
Melbourne - Titusville - Palm Bay	109,104	83
Wilmington, Del.	108,158	84
Allentown - Bethlehem	108,080	85
Greenville - Spartanburg	106,239	86
Santa Rosa - Petaluma	102,112	87
Youngstown - Warren	101,261	88
Stockton	101,080	89
Santa Barbara - Santa Maria - Lompoc	100,199	90
Vallejo - Fairfield - Napa	99,462	91
Grand Rapids	97,365	92
Anchorage	96,426	93
New Bedford - Fall River - Attleboro	92,106	94
Baton Rouge	92,054	95
Bakersfield	90,388	96
Jersey City	88,776	97
Modesto	87,482	98
Fort Wayne	86,226	99
Aurora - Elgin	86,078	100
Total Top 100	30,379,345	
Jackson, Miss.	85,309	101
Austin	84,380	102
Saginaw - Bay City - Midland	84,372	103
Daytona Beach	83,649	104
Johnson City - Kingsport - Bristol	83,529	105
Utica - Rome	83,423	106
Davenport - Rock Island - Moline	83,289	107
Albuquerque	82,886	108
Tacoma	81,024	109
Tulsa	80,970	110
Sarasota	78,869	111
Joliet	78,536	112
Canton	77,201	113
Salinas - Seaside - Monterey	73,969	114
Fort Myers - Cape Coral	73,530	115
Beaumont - Port Arthur	72,384	116
Augusta	70,889	117
South Bend - Mishawaka	67,355	118
Atlantic City	67,242	119
Visalia - Tulare - Porterville	66,206	120
Little Rock - North Little Rock	65,984	121
Spokane	65,503	122
Trenton	65,386	123
Springfield, Ill.	65,357	124
Columbia, S.C.	65,275	125
Lancaster	64,897	126
Chattanooga	64,816	127
Binghamton	64,677	128
Lexington-Fayette	64,442	129
Lansing - East Lansing	62,434	130
Ann Arbor	61,874	131
Charleston, S.C.	61,467	132
Shreveport	61,356	133
Montgomery	61,054	134
Manchester - Nashua	60,760	135
Portsmouth - Dover - Rochester	60,602	136
Huntington - Ashland	60,447	137
Peoria	59,967	138
Evansville	58,564	139
Reno	58,219	140
Lakeland - Winter Haven	57,844	141
Portland, Me.	57,711	142
Des Moines	57,473	143
Madison	57,182	144
Lorain - Elyria	56,360	145
Wichita	56,242	146
Charleston, W.Va.	55,758	147
Roanoke	53,977	148
Boise	52,654	149
El Paso	51,499	150
Total Top 150	33,448,488	
Chico	51,368	151
Macon - Warner Robins	51,331	152
Erie	49,874	153
Redding	49,348	154
Hickory	49,200	155
York	48,793	156
Asheville	47,784	157
Reading	47,423	158
Santa Cruz	47,310	159
Hamilton - Middletown	47,017	160
Rockford	46,465	161
Niagara Falls	46,213	162
Orange County, N.Y.	45,915	163
Poughkeepsie	44,078	164
Duluth	43,535	165
Lake Charles	42,737	166
Savannah	42,495	167
Biloxi - Gulfport	42,073	168
Fort Pierce	42,038	169
Pensacola	41,604	170
Corpus Christi	41,461	171
Lincoln	41,343	172
Bremerton	40,322	173
Bradenton	40,281	174
Parkersburg - Marietta	40,056	175
New London - Norwich	40,035	176
Sioux Falls	39,772	177
Kalamazoo	39,741	178
Topeka	39,051	179
Richland - Kennewick - Pasco	38,974	180
Houma - Thibodaux	38,765	181
Muncie	38,703	182
Champaign - Urbana - Rantoul	38,264	183
Lafayette, La.	38,159	184
Merced	37,490	185
McAllen - Edinburg - Mission	36,646	186
Galveston - Texas City	36,387	187
Naples	36,083	188
Springfield, Mo.	35,884	189
Columbus, Ga.	35,371	190
Ocala	35,219	191
Anderson, Ind.	35,118	192
Eugene - Springfield	34,565	193
Billings	34,528	194
Colorado Springs	34,443	195
Boulder - Longmont	34,133	196
Wheeling	34,088	197
Johnstown	33,710	198
Elkhart - Goshen	33,296	199
Appleton - Oshkosh - Neenah	33,020	200
Total Top 200	35,690,402	
Santa Fe	32,741	201
Longview - Marshall	32,666	202
Beaver County, Pa.	32,599	203
Huntsville	32,367	204
Pittsfield	32,085	205
Battle Creek	31,835	206
Cedar Rapids	31,497	207
Monroe	31,463	208
Salem, Ore.	31,299	209
Athens	31,276	210
Bloomington - Normal	31,267	211
Lima	30,958	212
Lafayette - West Lafayette	30,841	213
Decatur	30,473	214
Kokomo	30,259	215
Lynchburg	30,113	216
Fayetteville, N.C.	30,048	217
Vancouver	[illegible]	218
Terre Haute	[illegible]	219
Jackson, Mich.	29,294	220
Steubenville - Weirton	29,018	221
Provo - Orem	28,989	222
Tallahassee	28,900	223
Benton Harbor	28,711	224
Abilene	28,481	225
Glens Falls	28,378	226
Waterloo - Cedar Falls	28,269	227
Tyler	28,094	228
Brownsville - Harlingen	27,974	229
Yakima	27,833	230
Racine	27,830	231
Muskegon	27,149	232
Bangor	27,093	233
Hagerstown	26,803	234
Altoona	26,593	235
Anderson, S.C.	26,385	236
Gainesville	26,274	237
Alexandria, La.	26,191	238
Charlottesville	25,932	239
Rochester, Minn.	25,782	240
Janesville - Beloit	25,340	241
Brazoria	25,310	242
Clarksville - Hopkinsville	25,293	243
Wilmington, N.C.	25,111	244
Burlington, N.C.	24,946	245
Olympia	24,757	246
St. Cloud	24,754	247
Vineland - Millville - Bridgeton	24,542	248
Owensboro	24,531	249
Cumberland	24,339	250
Total Top 250	37,112,389	
Mansfield	23,823	251
Burlington, Vt.	23,662	252
Lubbock	23,393	253
Dothan	22,992	254
Casper	22,910	255
Florence, S.C.	22,899	256
Kankakee	22,819	257
Waco	22,640	258
Texarkana	22,540	259
Tuscaloosa	22,463	260
Killeen - Temple	22,441	261
Danville, Va.	22,350	262
Great Falls	22,269	263
Fort Walton Beach	21,962	264
Elmira	21,837	265
Amarillo	21,614	266
Panama City	21,594	267
Fort Smith	21,147	268
Fargo - Moorhead	21,128	269
Bellingham	21,087	270
Wichita Falls	20,548	271
Odessa	20,438	272
Yuba City	20,391	273
Kenosha	20,202	274
Williamsport	20,010	275
Anniston	19,635	276
Midland, Tex.	19,627	277
Pascagoula	19,608	278
Sherman - Denison	19,348	279
Sioux City	19,071	280
Cheyenne	19,015	281
State College	18,851	282
Bloomington, Ind.	18,488	283
Fort Collins - Loveland	18,225	284
Jackson, Tenn.	18,114	285
Columbia, Mo.	18,059	286
Pueblo	17,671	287
Joplin	17,467	288
Laredo	17,454	289
Dubuque	17,307	290
Las Cruces	17,287	291
Green Bay	17,248	292
Eau Claire	17,034	293
Florence, Ala.	17,004	294
Albany, Ga.	16,991	295
Bismarck	16,852	296
La Crosse	16,694	297
Enid	15,740	298
Medford	15,466	299
Sharon	15,309	300
Rapid City	15,247	301
Lewiston - Auburn	15,174	302
Gadsden	15,048	303
Sheboygan	14,942	304
Greeley	14,881	305
San Angelo	14,846	306
Jacksonville, N.C.	13,766	307
St. Joseph	13,348	308
Fayetteville - Springdale	12,111	309
Pine Bluff	11,932	310
Iowa City	11,652	311
Bryan - College Station	10,582	312
Lawton	10,495	313
Victoria	9,666	314
Lawrence, Kans.	7,956	315
Wausau	7,712	316
Grand Forks	6,230	317
Total Above Areas	38,310,630	
Percent of U.S.	80.2576	
U.S. Total	47,734,704	

APPAREL AND ACCESSORIES STORE SALES

Area	($000)	Rank
New York	3,878,602	1
Los Angeles - Long Beach	3,052,979	2
Chicago	2,637,732	3
Philadelphia	1,726,007	4
Boston - Lawrence - Salem - Lowell - Brockton	1,449,539	5
Detroit	1,393,721	6
Washington	1,325,447	7
Houston	1,287,846	8
Nassau - Suffolk	1,244,213	9
San Francisco	1,003,376	10
Dallas	942,628	11
Miami - Hialeah	925,896	12
Anaheim - Santa Ana	922,812	13
Atlanta	762,754	14
Bergen - Passaic	754,651	15
Seattle	729,147	16
Newark	717,919	17
San Diego	703,769	18
St. Louis	652,901	19
Oakland	640,290	20
Minneapolis - St. Paul	639,469	21
Cleveland	620,768	22
Pittsburgh	593,480	23
Baltimore	569,140	24
San Jose	560,816	25
New Orleans	505,702	26
Denver	486,370	27
Riverside - San Bernardino	462,063	28
Kansas City	441,984	29
Oklahoma City	440,600	30
Phoenix	429,378	31
Middlesex - Somerset - Hunterdon	419,536	32
Fort Lauderdale - Hollywood - Pompano Beach	405,507	33
Hartford - New Britain - Middletown - Bristol	401,029	34
Fort Worth - Arlington	399,644	35
Honolulu	399,272	36
Bridgeport - Stamford - Norwalk - Danbury	387,561	37
Portland, Ore.	384,379	38
Norfolk - Virginia Beach - Newport News	373,516	39
Indianapolis	370,837	40
Tampa - St. Petersburg - Clearwater	370,323	41
San Antonio	365,670	42
Memphis	357,460	43
Cincinnati	355,275	44
Charlotte - Gastonia - Rock Hill	353,427	45
Birmingham	346,791	46
Sacramento	329,693	47
Milwaukee	317,467	48
Buffalo	317,297	49
Columbus, Ohio	309,390	50
Total Top 50	39,966,693	
West Palm Beach - Boca Raton - Delray Beach	301,108	51
Albany - Schenectady - Troy	299,090	52
Monmouth - Ocean	291,248	53
Greensboro - Winston-Salem - High Point	283,078	54
Providence - Pawtucket - Woonsocket	279,720	55
New Haven - Waterbury - Meriden	278,010	56
Louisville	264,289	57
Tulsa	262,002	58
Rochester, N.Y.	261,882	59
Nashville	250,842	60
Austin	241,359	61
Salt Lake City - Ogden	238,149	62
Reading	236,466	63
Jersey City	231,579	64
Richmond - Petersburg	227,625	65
Dayton - Springfield	223,508	66
Orlando	222,431	67
Knoxville	219,565	68
Grand Rapids	218,906	69
Syracuse	214,639	70
Scranton - Wilkes-Barre	205,565	71
Raleigh - Durham	205,312	72
Las Vegas	201,929	73
Springfield, Mass.	191,734	74
Jacksonville, Fla.	190,796	75
Little Rock - North Little Rock	190,085	76
Worcester - Fitchburg - Leominster	185,035	77
Allentown - Bethlehem	177,955	78
Greenville - Spartanburg	176,349	79
New Bedford - Fall River - Attleboro	171,466	80
El Paso	170,140	81
Gary - Hammond	169,591	82
McAllen - Edinburg - Mission	168,283	83
Toledo	157,520	84
Beaumont - Port Arthur	157,012	85
Fresno	156,028	86
Santa Barbara - Santa Maria - Lompoc	155,162	87
Wilmington, Del.	153,107	88
Omaha	152,687	89
Oxnard - Ventura	147,489	90
Lake County, Ill.	147,115	91
Baton Rouge	147,049	92
Harrisburg - Lebanon - Carlisle	136,318	93
Albuquerque	134,204	94
Saginaw - Bay City - Midland	132,296	95
Lansing - East Lansing	131,134	96
Akron	129,722	97
Salinas - Seaside - Monterey	127,519	98
Chattanooga	126,090	99
Charleston, S.C.	125,942	100
Total Top 100	49,734,443	
Trenton	125,580	101
Tucson	125,053	102
Anchorage	122,080	103
Laredo	121,311	104
Bakersfield	118,290	105
Manchester - Nashua	117,128	106
Shreveport	116,469	107
Columbia, S.C.	116,163	108
Flint	114,147	109
Evansville	113,429	110
Atlantic City	113,275	111
Canton	111,244	112
Youngstown - Warren	110,699	113
Tacoma	110,486	114
Corpus Christi	108,259	115
Brownsville - Harlingen	108,119	116
Wichita	107,143	117
Des Moines	107,026	118
Utica - Rome	106,914	119
Madison	104,840	120
Fort Wayne	103,068	121
Johnson City - Kingsport - Bristol	102,949	122
Portsmouth - Dover - Rochester	101,911	123
Spokane	101,482	124
Stockton	101,378	125
Augusta	98,616	126
Lexington-Fayette	97,489	127
Jackson, Miss.	95,384	128
Lancaster	95,246	129
Modesto	93,288	130
Lafayette, La.	92,465	131
Colorado Springs	91,280	132
Amarillo	89,907	133
Davenport - Rock Island - Moline	88,018	134
Mobile	87,929	135
Santa Rosa - Petaluma	84,971	136
Orange County, N.Y.	84,897	137
Huntington - Ashland	83,397	138
Kalamazoo	83,348	139
Lubbock	82,599	140
Savannah	82,530	141
Montgomery	80,995	142
Poughkeepsie	80,902	143
Galveston - Texas City	80,767	144
Reno	80,618	145
Peoria	80,210	146
Ann Arbor	79,973	147
Portland, Me.	79,058	148
Sarasota	75,693	149
Binghamton	75,226	150
Total Top 150	54,667,626	
York	74,190	151
Vallejo - Fairfield - Napa	73,850	152
Erie	72,526	153
Visalia - Tulare - Porterville	72,327	154
Aurora - Elgin	70,838	155
Longview - Marshall	69,372	156
Macon - Warner Robins	68,418	157
Rockford	68,144	158
Joliet	67,007	159
Charleston, W.Va.	66,837	160
Huntsville	66,141	161
South Bend - Mishawaka	66,042	162
Appleton - Oshkosh - Neenah	65,613	163
Roanoke	65,055	164
Odessa	64,843	165
Burlington, N.C.	64,279	166
Lakeland - Winter Haven	64,024	167
Asheville	63,508	168
Hickory	62,832	169
Salem, Ore.	62,016	170
Eugene - Springfield	61,608	171
Springfield, Mo.	61,388	172
Boulder - Longmont	61,070	173
Daytona Beach	60,993	174
Monroe	60,973	175
Springfield, Ill.	60,095	176
New London - Norwich	58,285	177
Tyler	57,694	178
Burlington, Vt.	57,649	179
Santa Cruz	55,918	180
Terre Haute	54,912	181
Niagara Falls	54,565	182
Fort Myers - Cape Coral	54,363	183
Alexandria, La.	54,267	184
Columbus, Ga.	53,764	185
Waco	53,570	186
Abilene	53,408	187
Duluth	53,402	188
Lake Charles	53,282	189
Midland, Tex.	53,032	190
Yakima	52,503	191
Green Bay	52,064	192
Wilmington, N.C.	51,751	193
Lincoln	51,649	194
Charlottesville	51,320	195
Melbourne - Titusville - Palm Bay	50,736	196
Fayetteville, N.C.	50,306	197
Pensacola	50,254	198
Naples	49,903	199
Pittsfield	48,034	200
Total Top 200	57,658,346	
Champaign - Urbana - Rantoul	47,701	201
Houma - Thibodaux	46,746	202
Gainesville	45,084	203
Tuscaloosa	44,025	204
Altoona	43,722	205
Fort Pierce	43,283	206
Bryan - College Station	43,276	207
Fort Smith	43,247	208
Killeen - Temple	43,068	209
Tallahassee	42,953	210
Sioux Falls	42,804	211
Wheeling	42,062	212
Williamsport	41,375	213
Boise	41,356	214
Santa Fe	41,230	215
Texarkana	41,124	216
Fort Collins - Loveland	41,016	217
Cedar Rapids	40,546	218
Billings	40,526	219
Brazoria	40,408	220
Lorain - Elyria	39,848	221
Waterloo - Cedar Falls	39,563	222
Biloxi - Gulfport	39,539	223
Dothan	39,145	224
Decatur	39,118	225
Fargo - Moorhead	38,620	226
Johnstown	38,421	227
Wichita Falls	38,164	228
Rochester, Minn.	38,024	229
Provo - Orem	37,684	230
San Angelo	37,631	231
Chico	37,503	232
Bloomington - Normal	37,400	233
Bangor	37,395	234
Anderson, Ind.	37,251	235
Bradenton	36,481	236
Racine	36,365	237
Vineland - Millville - Bridgeton	35,703	238
Elkhart - Goshen	35,658	239
Topeka	35,646	240
Florence, Ala.	35,538	241
Albany, Ga.	35,291	242
Kokomo	35,288	243
Lynchburg	34,949	244
Lima	34,690	245
Benton Harbor	34,459	246
Jackson, Tenn.	34,353	247
Florence, S.C.	34,151	248
Joplin	34,083	249
Sioux City	33,881	250
Total Top 250	59,615,640	
Danville, Va.	33,644	251
Victoria	33,484	252
Athens	33,355	253
Ocala	33,161	254
Eau Claire	33,121	255
Vancouver	32,853	256
Glens Falls	32,681	257
St. Cloud	32,579	258
Bloomington, Ind.	32,483	259
Parkersburg - Marietta	32,318	260
Richland - Kennewick - Pasco	32,161	261
Olympia	32,130	262
Mansfield	32,110	263
Janesville - Beloit	32,073	264
Beaver County, Pa.	31,959	265
Muncie	31,497	266
Lafayette - West Lafayette	31,190	267
Anderson, S.C.	30,528	268
La Crosse	30,399	269
Columbia, Mo.	30,376	270
Lawton	30,212	271
Anniston	30,158	272
Medford	29,900	273
Redding	29,775	274
Casper	29,548	275
Elmira	29,484	276
Muskegon	29,376	277
Enid	29,356	278
Pueblo	28,971	279
Jackson, Mich.	28,615	280
Pine Bluff	27,936	281
Panama City	27,501	282
Sherman - Denison	27,285	283
Sharon	27,090	284
Hagerstown	27,029	285
Bellingham	26,300	286
Bismarck	25,954	287
Rapid City	25,613	288
Pascagoula	25,529	289
Fort Walton Beach	25,357	290
Cheyenne	25,288	291
Battle Creek	24,890	292
Las Cruces	24,848	293
Hamilton - Middletown	24,756	294
Owensboro	24,594	295
Bremerton	24,286	296
Dubuque	24,069	297
State College	24,067	298
Steubenville - Weirton	23,412	299
Clarksville - Hopkinsville	23,325	300
Yuba City	23,217	301
Kankakee	23,080	302
Wausau	23,026	303
Fayetteville - Springdale	22,986	304
St. Joseph	22,846	305
Grand Forks	22,663	306
Merced	22,437	307
Gadsden	22,237	308
Cumberland	21,364	309
Great Falls	20,548	310
Lewiston - Auburn	20,507	311
Greeley	20,007	312
Kenosha	19,801	313
Iowa City	19,006	314
Lawrence, Kans.	15,111	315
Jacksonville, N.C.	13,240	316
Sheboygan	12,368	317
Total Above Areas	61,408,710	
Percent of U.S.	85.5049	
U.S. Total	71,818,974	

GASOLINE SERVICE STATION SALES

Area	($000)	Rank
Los Angeles - Long Beach	3,538,874	1
Chicago	2,279,231	2
Detroit	2,277,822	3
Philadelphia	1,977,001	4
Boston - Lawrence - Salem - Lowell - Brockton	1,885,439	5
Washington	1,853,132	6
Houston	1,607,184	7
New York	1,583,743	8
St. Louis	1,421,583	9
Minneapolis - St. Paul	1,414,559	10
Atlanta	1,414,100	11
Dallas	1,330,305	12
Nassau - Suffolk	1,154,242	13
Cleveland	1,071,518	14
Baltimore	987,443	15
Anaheim - Santa Ana	965,678	16
Pittsburgh	910,693	17
Phoenix	906,351	18
San Diego	881,021	19
Kansas City	855,325	20
Indianapolis	843,165	21
Newark	839,868	22
Denver	831,122	23
Riverside - San Bernardino	809,039	24
Miami - Hialeah	807,194	25
Oakland	798,042	26
Cincinnati	772,199	27
Tampa - St. Petersburg - Clearwater	770,108	28
Columbus, Ohio	757,531	29
Bergen - Passaic	751,756	30
Seattle	734,071	31
San Francisco	696,631	32
San Jose	642,575	33
Memphis	632,973	34
Hartford - New Britain - Middletown - Bristol	631,095	35
Milwaukee	617,308	36
New Orleans	607,277	37
Sacramento	566,756	38
Middlesex - Somerset - Hunterdon	560,038	39
Nashville	548,504	40
Fort Worth - Arlington	543,598	41
San Antonio	542,623	42
Fort Lauderdale - Hollywood - Pompano Beach	522,189	43
Louisville	514,542	44
Dayton - Springfield	507,806	45
Norfolk - Virginia Beach - Newport News	493,450	46
Bridgeport - Stamford - Norwalk - Danbury	490,993	47
Portland, Ore.	486,897	48
Monmouth - Ocean	463,492	49
Toledo	457,131	50
Total Top 50	49,555,220	
Richmond - Petersburg	437,552	51
Orlando	408,128	52
Oklahoma City	406,884	53
Rochester, N.Y.	405,042	54
Gary - Hammond	403,476	55
Salt Lake City - Ogden	401,102	56
Providence - Pawtucket - Woonsocket	400,522	57
Charlotte - Gastonia - Rock Hill	398,477	58
Jacksonville, Fla.	380,866	59
Albany - Schenectady - Troy	373,830	60
Knoxville	373,673	61
Harrisburg - Lebanon - Carlisle	362,802	62
New Haven - Waterbury - Meriden	362,352	63
Akron	358,521	64
Greensboro - Winston-Salem - High Point	356,872	65
Buffalo	352,139	66
Omaha	345,770	67
Las Vegas	334,761	68
Birmingham	325,192	69
West Palm Beach - Boca Raton - Delray Beach	323,306	70
Allentown - Bethlehem	319,575	71
Grand Rapids	303,896	72
Honolulu	299,679	73
Tulsa	299,010	74
Wilmington, Del.	297,742	75
Worcester - Fitchburg - Leominster	292,044	76
Youngstown - Warren	289,996	77
Springfield, Mass.	285,905	78
Greenville - Spartanburg	279,707	79
Scranton - Wilkes-Barre	273,780	80
Austin	267,573	81
Bakersfield	252,781	82
Chattanooga	249,771	83
Saginaw - Bay City - Midland	245,936	84
Tucson	245,857	85
Little Rock - North Little Rock	239,844	86
Syracuse	230,379	87
Raleigh - Durham	224,928	88
Baton Rouge	222,063	89
Lansing - East Lansing	220,482	90
Flint	219,320	91
Oxnard - Ventura	215,796	92
Canton	212,811	93
Jersey City	211,864	94
Columbia, S.C.	210,692	95
Lake County, Ill.	208,948	96
Santa Barbara - Santa Maria - Lompoc	207,572	97
Tacoma	206,508	98
Corpus Christi	205,807	99
Fresno	205,533	100
Total Top 100	64,812,286	
Albuquerque	203,450	101
Davenport - Rock Island - Moline	200,120	102
Des Moines	199,641	103
Beaumont - Port Arthur	198,592	104
New Bedford - Fall River - Attleboro	198,469	105
Joliet	196,469	106
Mobile	194,762	107
Fort Wayne	192,347	108
Lexington-Fayette	191,670	109
Jackson, Miss.	186,423	110
Wichita	183,607	111
Madison	180,953	112
Shreveport	180,681	113
Reno	172,300	114
Ann Arbor	168,400	115
Trenton	166,028	116
Manchester - Nashua	164,863	117
Charleston, S.C.	163,204	118
Stockton	162,405	119
Erie	157,845	120
Vallejo - Fairfield - Napa	157,748	121
El Paso	157,688	122
Peoria	157,651	123
Atlantic City	154,268	124
Santa Rosa - Petaluma	153,807	125
Aurora - Elgin	153,427	126
Portsmouth - Dover - Rochester	151,032	127
Huntington - Ashland	149,535	128
Augusta	148,981	129
Evansville	145,670	130
New London - Norwich	145,048	131
Colorado Springs	144,101	132
Salinas - Seaside - Monterey	141,092	133
Lorain - Elyria	140,208	134
Johnson City - Kingsport - Bristol	138,061	135
Duluth	137,714	136
York	137,697	137
Orange County, N.Y.	136,938	138
Rockford	134,197	139
Anchorage	133,239	140
Melbourne - Titusville - Palm Bay	132,573	141
Lakeland - Winter Haven	131,790	142
Charleston, W.Va.	131,675	143
Reading	130,586	144
Montgomery	129,386	145
Spokane	126,333	146
Appleton - Oshkosh - Neenah	123,848	147
Roanoke	123,087	148
Utica - Rome	122,000	149
South Bend - Mishawaka	121,944	150
Total Top 150	72,368,899	
Lancaster	121,622	151
Daytona Beach	121,064	152
Lima	119,540	153
Binghamton	118,474	154
Hamilton - Middletown	117,656	155
Kalamazoo	116,419	156
Modesto	112,785	157
Pensacola	111,718	158
Lafayette, La.	111,586	159
Benton Harbor	110,265	160
Macon - Warner Robins	108,944	161
Ocala	108,773	162
Muncie	107,223	163
Fargo - Moorhead	106,641	164
Portland, Me.	103,506	165
Sarasota	103,480	166
Visalia - Tulare - Porterville	103,357	167
Boulder - Longmont	102,104	168
Savannah	101,291	169
Fort Myers - Cape Coral	98,686	170
Columbus, Ga.	97,291	171
Poughkeepsie	96,213	172
Galveston - Texas City	95,093	173
Eugene - Springfield	94,542	174
Springfield, Ill.	93,458	175
Wheeling	93,038	176
Midland, Tex.	92,621	177
Terre Haute	90,977	178
Battle Creek	88,208	179
Salem, Ore.	86,600	180
Mansfield	86,220	181
Fayetteville, N.C.	85,152	182
Parkersburg - Marietta	84,628	183
Merced	84,515	184
Asheville	84,268	185
Springfield, Mo.	84,027	186
Redding	83,480	187
St. Cloud	83,322	188
Champaign - Urbana - Rantoul	83,143	189
Lincoln	81,437	190
Johnstown	81,358	191
Janesville - Beloit	81,285	192
Green Bay	80,964	193
Fort Pierce	80,869	194
Tallahassee	80,680	195
Anderson, Ind.	79,433	196
Provo - Orem	79,277	197
Sioux Falls	77,433	198
Gainesville	77,260	199
Pittsfield	77,018	200
Total Top 200	77,134,788	
Bloomington - Normal	76,247	201
Fort Smith	76,002	202
Santa Cruz	73,688	203
Tyler	73,165	204
Boise	73,068	205
Amarillo	72,705	206
Abilene	72,366	207
Beaver County, Pa.	72,362	208
Jackson, Mich.	72,119	209
Kokomo	71,790	210
Bradenton	71,265	211
Waco	71,211	212
Joplin	70,800	213
Muskegon	70,776	214
Racine	69,582	215
Topeka	69,425	216
Lake Charles	69,012	217
Kenosha	68,698	218
Longview - Marshall	68,153	219
Steubenville - Weirton	68,023	220
Elkhart - Goshen	67,311	221
Huntsville	66,852	222
Fort Collins - Loveland	66,743	223
Richland - Kennewick - Pasco	65,717	224
Rochester, Minn.	65,256	225
Cedar Rapids	65,120	226
Biloxi - Gulfport	64,704	227
Las Cruces	64,598	228
Lynchburg	64,548	229
Eau Claire	64,014	230
Waterloo - Cedar Falls	63,864	231
Bangor	63,839	232
Houma - Thibodaux	63,830	233
Lafayette - West Lafayette	62,868	234
Yakima	62,236	235
Texarkana	62,194	236
Burlington, N.C.	62,068	237
Decatur	61,722	238
Florence, S.C.	60,835	239
Sioux City	60,572	240
Killeen - Temple	59,746	241
Cheyenne	59,663	242
Naples	58,988	243
Tuscaloosa	58,887	244
Billings	58,705	245
Vineland - Millville - Bridgeton	57,575	246
Lubbock	57,337	247
McAllen - Edinburg - Mission	56,199	248
Charlottesville	55,281	249
Bismarck	55,113	250
Total Top 250	80,421,828	
Dothan	55,063	251
Wichita Falls	54,759	252
Glens Falls	52,750	253
Anderson, S.C.	52,166	254
Brazoria	52,083	255
Olympia	51,650	256
Fort Walton Beach	51,591	257
Niagara Falls	51,183	258
Brownsville - Harlingen	50,778	259
Rapid City	50,292	260
Odessa	49,948	261
Bryan - College Station	49,401	262
Medford	49,379	263
Victoria	49,331	264
Vancouver	48,575	265
Alexandria, La.	48,524	266
Florence, Ala.	48,461	267
Altoona	47,139	268
Hagerstown	46,733	269
Hickory	46,715	270
Panama City	46,142	271
Cumberland	46,100	272
Sharon	45,680	273
Wausau	45,397	274
Bremerton	45,185	275
Bloomington, Ind.	44,962	276
Burlington, Vt.	44,643	277
Pueblo	44,634	278
Clarksville - Hopkinsville	43,660	279
Greeley	43,286	280
Chico	43,090	281
Jackson, Tenn.	42,187	282
La Crosse	41,992	283
Athens	41,979	284
St. Joseph	41,698	285
Bellingham	41,280	286
Columbia, Mo.	40,980	287
State College	40,201	288
Elmira	40,017	289
Lewiston - Auburn	39,551	290
Santa Fe	39,167	291
Iowa City	36,894	292
Casper	36,595	293
Owensboro	36,473	294
Fayetteville - Springdale	36,245	295
Pascagoula	35,240	296
Wilmington, N.C.	35,010	297
Dubuque	34,516	298
Grand Forks	33,970	299
Sheboygan	33,968	300
Laredo	33,518	301
Great Falls	32,609	302
Monroe	32,311	303
Albany, Ga.	31,970	304
Sherman - Denison	31,879	305
Yuba City	31,319	306
Anniston	30,139	307
Kankakee	30,013	308
Lawrence, Kans.	29,611	309
Williamsport	29,308	310
Danville, Va.	27,380	311
Enid	27,320	312
Pine Bluff	25,477	313
San Angelo	24,739	314
Gadsden	21,874	315
Jacksonville, N.C.	19,108	316
Lawton	18,406	317
Total Above Areas	85,128,986	
Percent of U.S.	78.2701	
U.S. Total	108,868,587	

BUILDING MATERIALS AND HARDWARE STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	1,858,637	1
Houston	1,415,795	2
Chicago	1,364,690	3
New York	1,345,601	4
Philadelphia	1,313,137	5
Boston - Lawrence - Salem - Lowell - Brockton	1,217,998	6
Detroit	1,099,905	7
Atlanta	1,087,714	8
Nassau - Suffolk	1,019,174	9
Dallas	903,173	10
Washington	819,209	11
Minneapolis - St. Paul	764,977	12
St. Louis	760,142	13
Anaheim - Santa Ana	688,651	14
Denver	674,983	15
Oklahoma City	633,012	16
Riverside - San Bernardino	601,610	17
Phoenix	580,144	18
Tampa - St. Petersburg - Clearwater	577,523	19
Baltimore	543,893	20
Oakland	526,672	21
Pittsburgh	524,274	22
San Diego	522,138	23
Fort Worth - Arlington	518,494	24
San Francisco	503,287	25
Newark	501,972	26
Miami - Hialeah	501,871	27
Seattle	496,047	28
San Antonio	463,007	29
Kansas City	447,931	30
Austin	447,293	31
Bergen - Passaic	436,631	32
New Orleans	425,131	33
Sacramento	423,999	34
Cleveland	416,287	35
San Jose	403,358	36
Charlotte - Gastonia - Rock Hill	390,446	37
Orlando	371,199	38
Indianapolis	366,872	39
Cincinnati	366,273	40
Norfolk - Virginia Beach - Newport News	347,184	41
Hartford - New Britain - Middletown - Bristol	328,151	42
Columbus, Ohio	322,479	43
Bridgeport - Stamford - Norwalk - Danbury	317,631	44
Tulsa	304,185	45
Anchorage	302,872	46
Monmouth - Ocean	302,384	47
Fort Lauderdale - Hollywood - Pompano Beach	296,286	48
Middlesex - Somerset - Hunterdon	295,029	49
Salt Lake City - Ogden	291,980	50
Total Top 50	31,420,731	
Greensboro - Winston-Salem - High Point	286,961	51
Milwaukee	286,075	52
Baton Rouge	270,760	53
Rochester, N.Y.	254,339	54
West Palm Beach - Boca Raton - Delray Beach	248,083	55
Jacksonville, Fla.	239,674	56
Providence - Pawtucket - Woonsocket	235,435	57
Portland, Ore.	232,267	58
Louisville	229,753	59
New Haven - Waterbury - Meriden	228,977	60
Albany - Schenectady - Troy	228,187	61
Raleigh - Durham	218,795	62
Greenville - Spartanburg	218,326	63
Omaha	217,535	64
Richmond - Petersburg	216,593	65
Akron	214,912	66
Nashville	208,814	67
Grand Rapids	205,364	68
Knoxville	204,501	69
Dayton - Springfield	201,515	70
Little Rock - North Little Rock	198,493	71
Memphis	197,909	72
Las Vegas	196,440	73
Harrisburg - Lebanon - Carlisle	190,279	74
Scranton - Wilkes-Barre	189,690	75
Springfield, Mass.	188,731	76
Tacoma	185,522	77
Buffalo	184,557	78
Wichita	184,342	79
Birmingham	176,650	80
Syracuse	174,159	81
Lafayette, La.	170,989	82
Allentown - Bethlehem	167,447	83
Portsmouth - Dover - Rochester	158,720	84
Albuquerque	157,400	85
El Paso	156,507	86
Corpus Christi	154,516	87
Worcester - Fitchburg - Leominster	154,049	88
Shreveport	153,249	89
McAllen - Edinburg - Mission	152,696	90
Santa Rosa - Petaluma	150,164	91
Beaumont - Port Arthur	148,821	92
Gary - Hammond	148,331	93
Tucson	147,348	94
Odessa	145,807	95
Lancaster	145,176	96
Wilmington, Del.	142,800	97
Oxnard - Ventura	141,524	98
Toledo	138,909	99
Fresno	138,778	100
Total Top 100	41,817,680	
Lakeland - Winter Haven	138,667	101
Manchester - Nashua	138,226	102
Lake Charles	138,053	103
Columbia, S.C.	137,404	104
Bakersfield	137,136	105
Charleston, S.C.	137,068	106
Colorado Springs	137,041	107
Midland, Tex.	135,939	108
Santa Barbara - Santa Maria - Lompoc	135,195	109
Sarasota	133,540	110
Amarillo	132,157	111
Portland, Me.	131,352	112
Flint	130,025	113
Lubbock	129,607	114
Lake County, Ill.	129,451	115
Abilene	129,091	116
York	127,043	117
Johnson City - Kingsport - Bristol	125,964	118
Mobile	123,944	119
Fort Pierce	121,436	120
Canton	120,050	121
Augusta	119,489	122
Fort Myers - Cape Coral	118,434	123
Youngstown - Warren	116,287	124
Melbourne - Titusville - Palm Bay	116,025	125
Galveston - Texas City	115,762	126
Daytona Beach	115,608	127
Saginaw - Bay City - Midland	114,438	128
Aurora - Elgin	112,065	129
Atlantic City	111,655	130
Lansing - East Lansing	111,580	131
Evansville	110,145	132
Ocala	108,996	133
Honolulu	108,834	134
New Bedford - Fall River - Attleboro	106,923	135
Des Moines	106,500	136
Brownsville - Harlingen	106,435	137
Stockton	104,721	138
Boulder - Longmont	101,100	139
Jersey City	100,009	140
Duluth	99,810	141
Reno	99,286	142
Fort Wayne	99,161	143
Modesto	98,107	144
Vallejo - Fairfield - Napa	97,614	145
Orange County, N.Y.	97,477	146
Chattanooga	97,173	147
New London - Norwich	96,083	148
Santa Cruz	95,117	149
Hickory	94,399	150
Total Top 150	46,866,022	
Pensacola	93,722	151
Davenport - Rock Island - Moline	92,976	152
Longview - Marshall	92,188	153
Charleston, W.Va.	92,104	154
Salinas - Seaside - Monterey	90,387	155
Waco	88,961	156
Fort Collins - Loveland	88,736	157
Asheville	88,585	158
Brazoria	87,925	159
Ann Arbor	87,681	160
Madison	87,227	161
Jackson, Miss.	85,857	162
Houma - Thibodaux	85,762	163
Tallahassee	85,631	164
Spokane	85,399	165
Huntington - Ashland	84,969	166
Visalia - Tulare - Porterville	84,825	167
Rockford	84,605	168
Peoria	84,509	169
Joliet	83,573	170
St. Cloud	83,120	171
Trenton	77,991	172
Springfield, Mo.	77,977	173
Wichita Falls	77,364	174
Appleton - Oshkosh - Neenah	77,292	175
Fort Smith	77,087	176
Johnstown	76,625	177
Macon - Warner Robins	76,100	178
Billings	75,175	179
Lexington-Fayette	74,900	180
Poughkeepsie	74,789	181
Utica - Rome	74,080	182
Tyler	73,713	183
Fayetteville, N.C.	71,522	184
Gainesville	70,749	185
Bryan - College Station	70,723	186
Burlington, Vt.	70,201	187
Kalamazoo	69,392	188
Reading	68,937	189
Savannah	68,412	190
Naples	67,743	191
Springfield, Ill.	66,212	192
Laredo	65,349	193
Chico	64,401	194
Bradenton	64,291	195
Pittsfield	64,147	196
Erie	64,111	197
Monroe	63,447	198
Killeen - Temple	62,738	199
San Angelo	62,736	200
Total Top 200	50,752,968	
Montgomery	61,651	201
Lincoln	61,357	202
Wilmington, N.C.	61,291	203
Roanoke	60,970	204
Eugene - Springfield	60,710	205
Binghamton	60,351	206
Topeka	60,229	207
Terre Haute	59,121	208
Redding	58,915	209
Cedar Rapids	58,769	210
Huntsville	57,950	211
Fort Walton Beach	57,892	212
Sherman - Denison	57,108	213
Provo - Orem	56,796	214
Florence, S.C.	56,783	215
Alexandria, La.	56,772	216
Bangor	56,638	217
Salem, Ore.	56,048	218
State College	55,751	219
Anderson, S.C.	55,699	220
Eau Claire	55,072	221
Champaign - Urbana - Rantoul	54,381	222
Texarkana	53,312	223
Charlottesville	53,206	224
South Bend - Mishawaka	53,055	225
Victoria	52,607	226
Fargo - Moorhead	52,481	227
Santa Fe	50,872	228
Green Bay	50,672	229
Boise	50,506	230
Hagerstown	48,955	231
Parkersburg - Marietta	48,584	232
Muncie	48,273	233
Biloxi - Gulfport	47,915	234
Bremerton	47,629	235
Fayetteville - Springdale	47,460	236
Rochester, Minn.	47,206	237
Lynchburg	46,970	238
Elkhart - Goshen	46,316	239
Lorain - Elyria	46,271	240
Athens	46,259	241
Bellingham	45,829	242
Sioux Falls	45,632	243
Sioux City	44,838	244
Bloomington - Normal	44,239	245
Wheeling	43,400	246
Altoona	43,139	247
Tuscaloosa	43,095	248
Benton Harbor	43,008	249
Lima	42,626	250
Total Top 250	53,367,496	
Yakima	42,251	251
Glens Falls	42,201	252
Lafayette - West Lafayette	42,038	253
Olympia	41,397	254
Yuba City	41,311	255
Clarksville - Hopkinsville	41,120	256
Decatur	40,989	257
Hamilton - Middletown	40,936	258
Racine	40,774	259
Jackson, Mich.	40,577	260
Jackson, Tenn.	40,013	261
Wausau	39,702	262
Columbus, Ga.	39,320	263
Mansfield	39,308	264
Merced	38,870	265
Jacksonville, N.C.	38,694	266
Waterloo - Cedar Falls	38,576	267
Dothan	38,468	268
Joplin	38,172	269
Burlington, N.C.	37,869	270
Steubenville - Weirton	37,553	271
Casper	37,491	272
Pueblo	37,393	273
Muskegon	37,306	274
Pine Bluff	37,188	275
Richland - Kennewick - Pasco	37,049	276
Rapid City	36,877	277
Albany, Ga.	36,766	278
Niagara Falls	36,686	279
Greeley	36,323	280
Panama City	35,895	281
Kokomo	35,524	282
Owensboro	34,763	283
Lawton	34,422	284
Vancouver	34,397	285
Beaver County, Pa.	34,038	286
Florence, Ala.	33,327	287
Janesville - Beloit	32,840	288
Williamsport	32,097	289
La Crosse	32,036	290
Columbia, Mo.	31,516	291
Sharon	31,466	292
Battle Creek	30,483	293
Enid	30,351	294
Medford	30,166	295
Bismarck	30,091	296
Anderson, Ind.	29,709	297
Sheboygan	29,619	298
Vineland - Millville - Bridgeton	29,127	299
Danville, Va.	28,982	300
Cheyenne	27,589	301
Kankakee	27,281	302
Iowa City	26,712	303
Las Cruces	25,872	304
Bloomington, Ind.	25,324	305
Anniston	24,983	306
Lewiston - Auburn	24,901	307
Dubuque	24,147	308
Cumberland	24,139	309
Great Falls	22,878	310
Elmira	22,336	311
St. Joseph	21,471	312
Grand Forks	21,029	313
Gadsden	20,799	314
Kenosha	20,649	315
Pascagoula	20,363	316
Lawrence, Kan.	18,825	317
Total Above Areas	55,581,069	
Percent of U.S.	74.0825	
U.S. Total	74,858,877	

Alphabetical listing of S&MM metropolitan markets for the 1986 Survey of Buying Power

The 317 Sales and Marketing Management metropolitan markets, along with their component counties, are listed here in alphabetical order, without regard for states or regions. They are shown here for the benefit of the many readers who compile alphabetical lists for their worksheets, or for those needing a quick reference guide that shows a metro's geographic makeup.

These metro area definitions conform to the most recent revisions announced by the Office of Management and Budget (OMB). While OMB has designated individual markets as either Metropolitan Statistical Areas (MSAs) or Primary Metropolitan Statistical Areas (PMSAs), the list shown here ignores the formal distinctions and groups the two types together in the interests of simplicity and consistency. S&MM still adheres to OMB's county-based definitions for all metro areas, with the exception of New England. Here, OMB uses cities and towns for defining New England metros, while S&MM uses full counties, since more data for intercensal years are available on that basis, and marketers use these geographical units to design their sales territories. The Definition of Terms, on page C-3, describes the different metropolitan designations used by OMB.

Caution: Readers who make year-to-year comparisons of metro area data should be careful when comparing county composition in this year's *Survey* with that of previous issues. Besides making changes in more than 80 markets, OMB recently created a number of new metros.

The area name appears in **boldface type,** component counties in lightface type.

Abilene, TX — Taylor
Akron, OH — Portage, Summit*
Albany, GA — Dougherty*, Lee
Albany - Schenectady - Troy, NY — Albany*, Greene, Montgomery, Rensselaer*, Saratoga, Schenectady*
Albuquerque, NM — Bernalillo
Alexandria, LA — Rapides
Allentown - Bethlehem, PA —
  New Jersey Portion — Warren
  Pennsylvania Portion — Carbon, Lehigh*, Northampton
Altoona, PA — Blair
Amarillo, TX — Potter*, Randall
Anaheim - Santa Ana, CA — Orange
Anchorage, AK — Anchorage
Anderson, IN — Madison
Anderson, SC — Anderson
Ann Arbor, MI — Washtenaw
Anniston, AL — Calhoun
Appleton - Oshkosh — Neenah, WI — Calumet, Outagamie*, Winnebago*
Asheville, NC — Buncombe
Ashland, KY (See Huntington - Ashland)
Athens, GA — Clarke*, Jackson, Madison, Oconee
Atlanta, GA — Barrow, Butts, Cherokee, Clayton, Cobb, Coweta, De Kalb, Douglas, Fayette, Forsyth, Fulton*, Gwinnett, Henry, Newton, Paulding, Rockdale, Spalding, Walton
Atlantic City, NJ — Atlantic, Cape May
Attleboro, MA (See New Bedford - Fall River - Attleboro)
Auburn, ME (See Lewiston - Auburn)
Augusta, GA —
  George Portion — Columbia, McDuffie, Richmond*
  South Carolina Portion — Aiken
Aurora - Elgin, IL — Kane*, Kendall
Austin, TX — Hays, Travis*, Williamson*
Bakersfield, CA — Kern
Baltimore, MD — Anne Arundel, Baltimore, Baltimore City* Carroll, Hartford, Howard, Queen Anne's
Bangor, ME — Penobscot
Baton Rouge, LA — Ascension, East Baton Rouge*, Livingston, West Baton Rouge
Battle Creek, MI — Calhoun
Bay City, MI (See Saginaw - Bay City - Midland)
Beaumont - Port Arthur, TX — Hardin, Jefferson*, Orange
Beaver County, PA — Beaver
Bellingham, WA — Whatcom
Beloit, WI (See Janesville - Beloit)
Benton Harbor, MI — Berrien
Bergen - Passaic, NJ - Bergen, Passaic*
Bethlehem, PA (See Allentown - Bethlehem)
Billings, MT — Yellowstone
Biloxi- Gulfport, MS — Hancock, Harrison*
Binghamton, NY — Broome*, Tioga
Birmingham, AL — Blount, Jefferson*, St. Clair, Shelby, Walker
Bismarck, ND — Burleigh*, Morton
Bloomington, IN — Monroe
Bloomington - Normal, IL — McLean
Boca Raton, FL (See West Palm Beach - Boca Raton - Delray Beach)
Boise, ID — Ada
Boston - Lawrence - Salem - Lowell - Brockton, MA — Essex*, Middlesex*, Norfolk, Plymouth*, Suffolk*
Boulder - Longmont, CO — Boulder
Bradenton, FL — Manatee
Brazoria, TX — Brazoria
Bremerton, WA — Kitsap
Bridgeport - Stamford - Norwalk - Danbury, CT — Fairfield
Bridgeton, NJ (See Vineland - Millville - Bridgeton)
Bristol, CT (See Hartford - New Britain - Middletown - Bristol)
Bristol, TN (See Johnson City - Kingsport - Bristol)
Brockton, MA (See Boston - Lawrence - Salem - Lowell - Brockton)
Brownsville - Harlingen, TX — Cameron
Bryan - College Station, TX — Brazos
Buffalo, NY — Erie

BUFFALO - NIAGARA FALLS CONSOLIDATED AREA — Metro Areas: Buffalo, Niagara Falls
Burlington, NC — Alamance
Burlington, VT — Chittenden*, Grand Isle
Canton, OH — Carroll, Stark*
Casper, WY — Natrona
Cedar Falls, IA — (See Waterloo - Cedar Falls)
Cedar Rapids, IA — Linn
Champaign - Urbana - Rantoul, IL — Champaign
Charleston, SC — Berkeley, Charleston*, Dorchester
Charleston, WV — Kanawha*, Putnam
Charlotte - Gastonia - Rock Hill, NC - SC —
  North Carolina Portion — Cabarrus, Gaston*, Lincoln, Mecklenburg*, Rowan, Union,
  South Carolina Portion — York*
Charlottesville, VA — Albermarle, Charlottesville*, Fluvanna, Greene
Chattanooga, TN —
  Georgia Portion — Catoosa, Dade, Walker
  Tennessee Portion — Hamilton*, Marion, Sequatchie
Cheyenne, WY — Laramie
Chicago, IL — Cook*, DuPage, McHenry

CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA — Metro Areas: Aurora - Elgin, Chicago, IL; Gary - Hammond, IN; Joliet, IL; Kenosha, WI; Lake County, IL
Chico, CA — Butte
Cincinnati, OH —
  Indiana Portion — Dearborn
  Kentucky Portion — Boone, Campbell, Kenton
  Ohio Portion — Clermont, Hamilton*, Warren
CINCINNATI - HAMILTON CONSOLIDATED AREA — Metro Areas: Cincinnati, Hamilton - Middletown, OH
Clarksville - Hopkinsville, TN - KY —
  Kentucky Portion — Christian*
  Tennessee Portion — Montgomery*
Clearwater, FL (See Tampa - St. Petersburg - Clearwater)
Cleveland, OH — Cuyahoga*, Geauga, Lake, Medina

CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA — Metro Areas: Akron, Cleveland, Lorain - Elyria, OH
College Station, TX (See Bryan - College Station)
Colorado Springs, CO — El Paso
Columbia, MO — Boone
Columbia, SC — Lexington, Richland*
Columbus, GA —
  Alabama Portion — Russell
  Georgia Portion — Chattahoochee, Muscogee*
Columbus, OH — Delaware, Fairfield, Franklin*, Licking, Madison, Pickaway, Union
Corpus Christi, TX — Nueces*, San Patricio
Cumberland, MD —
  Maryland Portion — Allegany*
  West Virginia Portion — Mineral
Dallas, TX — Collin, Dallas*, Denton, Ellis, Kaufman, Rockwall

DALLAS - FORT WORTH CONSOLIDATED AREA — Metro Areas: Dallas, Fort Worth - Arlington, TX
Danbury, CT (See Bridgeport - Stamford - Norwalk - Danbury)
Danville, VA — Danville*, Pittsylvania
Davenport - Rock Island - Moline, IL - IA —
  Illinois Portion — Henry, Rock Island*
  Iowa Portion — Scott*
Dayton - Springfield, OH — Clark*, Greene, Miami, Montgomery*
Daytona Beach, FL — Volusia
Decatur, IL — Macon
Delray Beach, FL (See West Palm Beach - Boca Raton - Delray Beach)
Denison, TX (See Sherman - Denison)
Denver, CO — Adams, Arapahoe, Denver*, Douglas, Jefferson

DENVER - BOULDER CONSOLIDATED AREA — Metro Areas: Boulder - Longmont, Denver, CO

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*The county in a multicounty market where the central city is located. If more than one county has an asterisk, it is because a multiname market has central cities in more than one county. If there is a central city in a one-county market, it will be located in that county.

Des Moines, IA — Dallas, Polk*, Warren

Detroit, MI — Lapeer, Livingston, Macomb, Monroe, Oakland, St. Clair, Wayne*

DETROIT - ANN ARBOR CONSOLIDATED AREA — Metro Areas: Ann Arbor, Detroit, MI

Dothan, AL — Dale, Houston*

Dubuque, IA — Dubuque

Duluth, MN —
- **Minnesota Portion** — St. Louis*
- **Wisconsin Portion** — Douglas

Durham, NC (See Raleigh - Durham)

East Lansing, MI (See Lansing - East Lansing)

Eau Claire, WI — Chippewa, Eau Claire*

Edinburg, TX (See McAllen - Edinburg - Mission)

El Paso, TX — El Paso

Elgin, IL (See Aurora - Elgin)

Elkhart - Goshen, IN — Elkhart

Elmira, NY — Chemung

Elyria, OH (See Lorain - Elyria)

Enid, OK — Garfield

Erie, PA — Erie

Eugene - Springfield, OR — Lane

Evansville, IN —
- **Indiana Portion** — Posey, Vanderburgh*, Warrick
- **Kentucky Portion** — Henderson

Fairfield, CA (See Vallejo - Fairfield - Napa)

Fall River, MA (See New Bedford - Fall River - Attleboro)

Fargo - Moorhead, ND - MN —
- **Minnesota Portion** — Clay*
- **North Dakota Portion** — Cass*

Fayetteville, NC — Cumberland

Fayetteville-Springdale, AR — Washington

Fitchburg, MA (See Worcester - Fitchburg - Leominster)

Flint, MI — Genesee

Florence, AL — Colbert, Lauderdale*

Florence, SC — Florence

Fort Collins - Loveland, CO — Larimer

Fort Lauderdale - Hollywood - Pompano Beach, FL — Broward

Fort Myers - Cape Coral, FL — Lee

Fort Pierce, FL — Martin, St. Lucie*

Fort Smith, AR —
- **Arkansas Portion** — Crawford, Sebastian*
- **Oklahoma Portion** — Sequoyah

Fort Walton Beach, FL — Okaloosa

Fort Wayne, IN — Allen*, DeKalb, Whitley

Fort Worth - Arlington, TX — Johnson, Parker, Tarrant*

Fresno, CA — Fresno

Gadsden, AL — Etowah

Gainesville, FL — Alachua*, Bradford

Galveston - Texas City, TX — Galveston

Gary - Hammond, IN — Lake*, Porter

Gastonia, NC (See Charlotte - Gastonia - Rock Hill)

Glens Falls, NY — Warren*, Washington

Goshen, IN (See Elkhart - Goshen)

Grand Forks, ND - Grand Forks

Grand Rapids, MI — Kent*, Ottawa

Great Falls, MT — Cascade

Greeley, CO — Weld

Green Bay, WI — Brown

Greensboro - Winston-Salem - High Point, NC — Davidson, Davie, Forsyth*, Guilford*, Randolph, Stokes, Yadkin

Greenville - Spartanburg, SC — Greenville*, Pickens, Spartanburg*

Gulfport, MS (See Biloxi - Gulfport)

Hagerstown, MD — Washington

Hamilton - Middletown, OH — Butler

Hammond, IN (See Gary - Hammond

Harlingen, TX (See Brownsville - Harlingen)

Harrisburg - Lebanon - Carlisle, PA — Cumberland, Dauphin*, Lebanon*, Perry

Hartford - New Britain - Middletown - Bristol, CT — Hartford*, Middlesex, Tolland

Hickory, NC — Alexander, Burke, Catawba*

High Point, NC (See Greensboro - Winston-Salem - High Point)

Hollywood, FL (See Fort Lauderdale - Hollywood - Pompano Beach)

Honolulu, HI — Honolulu

Hopkinsville, TN (See Clarksville - Hopkinsville)

Houma - Thibodaux, LA — Lafourche*, Terrebonne*

Houston, TX — Fort Bend, Harris*, Liberty, Montgomery, Waller

HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA — Metro Areas: Brazoria, Galveston - Texas City, Houston, TX

Huntington - Ashland, WV - KY —
- **Kentucky Portion** — Boyd*, Carter, Greenup
- **Ohio Portion** — Lawrence
- **West Virginia Portion** — Cabell*, Wayne

Huntsville, AL — Madison

Indianapolis, IN — Boone, Hamilton, Hancock, Hendricks, Johnson, Marion*, Morgan, Shelby

Iowa City, IA — Johnson

Jackson, MI — Jackson

Jackson, MS — Hinds*, Madison, Rankin

Jackson, TN — Madison

Jacksonville, FL — Clay, Duval*, Nassau, St. Johns

Jacksonville, NC — Onslow

Janesville - Beloit, WI — Rock

Jersey City, NJ — Hudson

Johnson City - Kingsport - Bristol, TN - VA —
- **Tennessee Portion** — Carter, Hawkins, Sullivan*, Unicoi, Washington*
- **Virginia Portion** — Bristol*, Scott, Washington

Johnstown, PA — Cambria*, Somerset

Joliet, IL — Grundy, Will*

Joplin, MO — Jasper*, Newton

Kalamazoo, MI — Kalamazoo

Kankakee, IL — Kankakee

Kansas City, MO-KS —
- **Kansas Portion** — Johnson, Leavenworth, Miami, Wyandotte*
- **Missouri Portion** — Cass, Clay, Jackson*, Lafayette, Platte, Ray

Kennewick, WA (See Richland - Kennewick - Pasco)

Kenosha, WI — Kenosha

Killeen - Temple, TX — Bell*, Coryell

Kingsport, TN (See Johnson City - Kingsport - Bristol)

Knoxville, TN — Anderson, Blount, Grainger, Jefferson, Knox*, Sevier, Union

Kokomo, IN — Howard*, Tipton

La Crosse, WI — La Crosse

Lafayette - West Lafayette, IN — Tippecanoe

Lafayette, LA — Lafayette, St. Martin

Lake Charles, LA — Calcasieu

Lake County, IL — Lake

Lakeland - Winter Haven, FL — Polk

Lancaster, PA — Lancaster

Lansing - East Lansing, MI — Clinton, Eaton, Ingham*

Laredo, TX — Webb

Las Cruces, NM — Dona Ana

Las Vegas, NV — Clark

Lawrence, KS — Douglas

Lawrence, MA (See Boston - Lawrence - Salem - Lowell - Brockton)

Lawton, OK — Comanche

Leominster, MA (See Worcester - Fitchburg - Leominster)

Lewiston - Auburn, ME — Androscoggin

Lexington - Fayette, KY — Bourbon, Clark, Fayette*, Jessamine, Scott, Woodford

Lima, OH — Allen*, Auglaize

Lincoln, NE — Lancaster

Little Rock - North Little Rock, AR — Faulkner, Lonoke, Pulaski*, Saline

Lompoc, CA (See Santa Barbara - Santa Maria - Lompoc)

Long Beach, CA (See Los Angeles - Long Beach)

Longmont, CO (See Boulder - Longmont)

Longview - Marshall, TX — Gregg*, Harrison*

Lorain - Elyria, OH — Lorain

Los Angeles - Long Beach, CA — Los Angeles

LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA — Metro Areas: Anaheim - Santa Ana, Los Angeles - Long Beach, Oxnard - Ventura, Riverside - San Bernardino, CA

Louisville, KY —
- **Indiana Portion** — Clark, Floyd Harrison
- **Kentucky Portion** — Bullitt, Jefferson*, Oldham, Shelby

Loveland, CO (See Fort Collins - Loveland)

Lowell, MA (See Boston - Lawrence - Salem - Lowell - Brockton)

Lubbock, TX — Lubbock

Lynchburg, VA — Amherst, Campbell, Lynchburg*

McAllen - Edinburg - Mission, TX — Hidalgo

Macon - Warner Robins, GA — Bibb*, Houston*, Jones, Peach

Madison, WI — Dane

Manchester - Nashua, NH — Hillsborough

Mansfield, OH — Richland

Marietta, OH (See Parkersburg - Marietta)

Marshall, TX (See Longview - Marshall)

Medford, OR — Jackson

Melbourne - Titusville - Palm Bay, FL — Brevard

Memphis, TN —
- **Arkansas Portion** — Crittenden
- **Mississippi Portion** — DeSoto
- **Tennessee Portion** — Shelby*, Tipton

Merced, CA — Merced

Meriden, CT (See New Haven - - Waterbury - Meriden)

Miami - Hialeah, FL — Dade

MIAMI - FORT LAUDERDALE CONSOLIDATED AREA — Metro Areas: Fort Lauderdale - Hollywood - Pompano Beach, Miami - Hialeah, FL

Middlesex - Somerset - Hunterdon, NJ — Hunterdon, Middlesex, Somerset

Middletown, CT (See Hartford - New Britain - Middletown - Bristol)

Middletown, OH (See Hamilton - Middletown)

Midland, MI (See Saginaw - Bay City - Midland)

Midland, TX — Midland

Millville, NJ (See Vineland - Millville - Bridgeton)

Milwaukee, WI — Milwaukee*, Ozaukee, Washington, Waukesha

MILWAUKEE - RACINE CONSOLIDATED AREA — Metro Areas: Milwaukee, Racine, WI

Minneapolis - St. Paul, MN —
- **Minnesota Portion** — Anoka, Carver, Chisago, Dakota, Hennepin*, Isanti, Ramsey*, Scott, Washington Wright
- **Wisconsin Portion** — St. Croix

Mishawaka, IN (See South Bend - Mishawaka)

Mission, TX (See McAllen - Edinburg - Mission)

Mobile, AL — Baldwin, Mobile*

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Modesto, CA — Stanislaus
Moline, IL (See Davenport - Rock Island - Moline)
Monmouth - Ocean, NJ — Monmouth, Ocean
Monroe, LA — Ouachita
Monterey, CA (See Salinas - Seaside - Monterey)
Montgomery, AL — Autauqa, Elmore, Montgomery*
Moorhead, MN (See Fargo - Moorhead)
Muncie, IN — Delaware
Muskegon, MI — Muskegon
Napa, CA (See Vallejo - Fairfield - Napa)
Naples, FL — Collier
Nashua, NH (See Manchester - Nashua)
Nashville, TN — Cheatham, Davidson*, Dickson, Robertson, Rutherford, Sumner, Williamson, Wilson
Nassau - Suffolk, NY — Nassau, Suffolk
Neenah, WI (See Appleton - Oshkosh - Neenah)
Newark, NJ — Essex*, Morris, Sussex, Union
New Bedford - Fall River - Attleboro, MA — Bristol
New Britain, CT (See Hartford - New Britain - Middletown - Bristol)
New Haven - Waterbury - Meriden, CT — New Haven
New London - Norwich, CT — New London
New Orleans, LA — Jefferson, Orleans*, St. Bernard, St. Charles, St. John the Baptist, St. Tammany
Newport News, VA (See Norfolk - Virginia Beach - Newport News)
New York, NY — Bronx*, Kings*, New York*, Putnam, Queens*, Richmond*, Rockland, Westchester

NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA — Metro Areas: Bergen - Passaic, NJ; Bridgeport - Stamford - Norwalk - Danbury, CT; Jersey City, Middlesex - Somerset - Hunterdon, Monmouth - Ocean, NJ; Nassau - Suffolk, New York, NY; Newark, NJ; Orange County, NY
Niagara Falls, NY — Niagara
Norfolk - Virginia Beach - Newport News, VA — Chesapeake, Gloucester, Hampton, James City, Newport News*, Norfolk*, Poquoson, Portsmouth, Suffolk, Virginia Beach*, Williamsburg, York
Normal, IL (See Bloomington - Normal)
North Little Rock, AR (See Little Rock - North Little Rock)
Norwalk, CT (See Bridgeport - Stamford - Norwalk - Danbury)
Norwich, CT (See New London - Norwich)
Oakland, CA — Alameda*, Contra Costa
Ocala, FL — Marion
Odessa, TX — Ector
Ogden, UT (See Salt Lake City - Ogden)
Oklahoma City, OK — Canadian, Cleveland, Logan, McClain, Oklahoma*, Pottawatomie
Olympia, WA — Thurston
Omaha, NE —
Iowa Portion — Pottawatamie
Nebraska Portion — Douglas*, Sarpy, Washington
Orange County, NY — Orange
Orem, UT (See Provo - Orem)
Orlando, FL — Orange*, Oscaola, Seminole
Oshkosh, WI (See Appleton - Oshkosh - Neenah)
Owensboro, KY — Daviess
Oxnard - Ventura, CA — Ventura
Palm Bay, FL (See Melbourne - Titusville - Palm Bay)
Panama City, FL — Bay
Parkersburg - Marietta, WV - OH —
Ohio Portion — Washington*
West Virginia Portion — Wood*
Pascagoula, MS — Jackson
Pasco, WA (See Richland - Kennewick - Pasco)
Passaic, NJ (See Bergen - Passaic)
Pawtucket, RI (See Providence - Pawtucket - Woonsocket)
Pensacola, FL — Escambia*, Santa Rosa
Peoria, IL — Peoria*, Tazewell, Woodford
Petersburg, VA (See Richmond - Petersburg)
Philadelphia, PA —
New Jersey Portion — Burlington, Camden, Gloucester
Pennsylvania Portion — Bucks, Chester, Delaware, Montgomery, Philadelphia*

PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA — Metro Areas: Philadelphia, PA; Trenton, Vineland - Millville - Bridgeton, NJ; Wilmington, DE
Phoenix, AZ — Maricopa
Pine Bluff, AR — Jefferson
Pittsburgh, PA — Allegheny*, Fayette, Washington, Westmoreland

PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA — Metro Areas: Beaver County, Pittsburgh, PA
Pittsfield, MA — Berkshire
Pompano Beach, FL (See Fort Lauderdale - Hollywood - Pompano Beach)
Port Arthur, TX (See Beaumont - Port Arthur)
Portland, ME — Cumberland
Portland, OR — Clackamas, Multnomah*, Washington, Yamhill

PORTLAND - VANCOUVER CONSOLIDATED AREA — Metro Areas: Portland, OR, Vancouver, WA
Portsmouth - Dover - Rochester, NH — Rockingham*, Strafford*
Poughkeepsie, NY — Dutchess
Providence - Pawtucket - Woonsocket, RI — Bristol, Kent*, Providence*, Washington
Provo - Orem, UT — Utah
Pueblo, CO — Pueblo
Racine, WI — Racine
Raleigh - Durham, NC — Durham*, Franklin, Orange, Wake*
Rantoul, IL (See Champaign - Urbana - Rantoul)
Rapid City, SD — Pennington
Reading, PA — Berks
Redding, CA — Shasta
Reno, NV — Washoe
Richland - Kennewick - Pasco, WA — Benton*, Franklin
Richmond - Petersburg, VA — Charles City, Chesterfield, Colonial Heights City, Dinwiddie, Goochland, Hanover, Henrico, Hopewell City, New Kent, Petersburg City, Powhatan, Prince George, Richmond City*
Riverside - San Bernardino, CA — Riverside*, San Bernardino*
Roanoke, VA — Botetourt, Roanoke, Roanoke City*, Salem City
Rochester, MN — Olmsted
Rochester, NY — Livingston, Monroe*, Ontario, Orleans, Wayne
Rockford, IL - Boone, Winnebago*
Rock Hill, SC (See Charlotte - Gastonia - Rock Hill)
Rock Island, IL (See Davenport - Rock Island - Moline)
Rome, NY (See Utica-Rome)
Sacramento, CA — El Dorado, Placer, Sacramento*, Yolo
Saginaw - Bay City - Midland, MI — Bay*, Midland*, Saginaw*
St. Cloud, MN — Benton, Sherburne, Stearns*
St. Joseph, MO — Buchanan
St. Louis, MO, IL —
Illinois Portion — Clinton, Jersey, Madison, Monroe, St. Clair
Missouri Portion — Franklin, Jefferson, St. Charles, St. Louis, St. Louis City
St. Paul, MN (See Minneapolis - St. Paul)
St. Petersburg, FL (See Tampa - St. Petersburg)
Salem, MA (See Boston - Lawrence - Salem - Lowell - Brockton)
Salem, OR — Marion*, Polk
Salinas - Seaside - Monterey, CA — Monterey
Salt Lake City - Ogden, UT — Davis, Salt Lake*, Weber*
San Angelo, TX — Tom Green
San Antonio, TX — Bexar*, Comal, Guadalupe
San Bernardino, CA (See Riverside - San Bernardino)
San Diego, CA — San Diego
San Francisco, CA — Marin, San Francisco*, San Mateo

SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA — Metro Areas: Oakland, San Francisco, San Jose, Santa Cruz, Santa Rosa - Petaluma, Vallejo - Fairfield - Napa, CA
San Jose, CA — Santa Clara
Santa Ana, CA (See Anaheim - Santa Ana)
Santa Barbara - Santa Maria - Lompoc, CA — Santa Barbara
Santa Cruz, CA — Santa Cruz
Santa Fe, NM — Los Alamos, Santa Fe
Santa Maria, CA (See Santa Barbara - Santa Maria - Lompoc)
Santa Rosa - Petaluma, CA — Sonoma
Sarasota, FL — Sarasota
Savannah, GA — Chatham*, Effingham
Schenectady, NY (See Albany - Schenectady-Troy)
Scranton - Wilkes-Barre, PA — Columbia, Lackawanna*, Luzerne*, Monroe, Wyoming
Seaside, CA (See Salinas - Seaside - Monterey)
Seattle, WA — King*, Snohomish

SEATTLE - TACOMA CONSOLIDATED AREA — Metro Areas: Seattle, Tacoma, WA
Sharon, PA — Mercer
Sheboygan, WI — Sheboygan
Sherman - Denison, TX — Grayson
Shreveport, LA — Bossier, Caddo*
Sioux City, IA —
Iowa Portion — Woodbury*
Nebraska Portion — Dakota
Sioux Falls, SD — Minnehaha
South Bend - Mishawaka, IN — St. Joseph
Spartanburg, SC (See Greenville - Spartanburg)
Spokane, WA — Spokane
Springdale, AR (See Fayetteville - Springdale)
Springfield, IL — Menard, Sangamon*
Springfield, MA — Hampden*, Hampshire
Springfield, MO — Christian, Greene*
Springfield, OH (See Dayton - Springfield)
Springfield, OR (See Eugene - Springfield)
Stamford, CT (See Bridgeport - Stamford - Norwalk - Danbury)
State College, PA — Centre
Steubenville - Weirton, OH - WV —
Ohio Portion — Jefferson*
West Virginia Portion — Brooke, Hancock*
Stockton, CA — San Joaquin
Syracuse, NY — Madison, Onondaga*, Oswego
Tacoma, WA — Pierce
Tallahassee, FL — Gadsden, Leon*
Tampa - St. Petersburg - Clearwater, FL — Hernando, Hillsborough*, Pasco, Pinellas*
Temple, TX (See Killeen - Temple)
Terre Haute, IN — Clay, Vigo*
Texarkana, TX - AR —
Arkansas Portion — Miller*
Texas Portion — Bowie*
Texas City, TX (See Galveston - Texas City)
Titusville, FL (See Melbourne - Titusville - Palm Bay)
Toledo, OH — Fulton, Lucas*, Wood

Topeka, KS — Shawnee
Trenton, NJ — Mercer
Troy, NY (See Albany - Schenectady - Troy)
Tucson, AZ — Pima
Tulsa, OK — Creek, Osage, Rogers, Tulsa*, Wagoner
Tuscaloosa, AL — Tuscaloosa
Tyler, TX — Smith
Urbana, IL (See Champaign - Urbana - Rantoul)
Utica - Rome, NY — Herkimer, Oneida*
Vallejo - Fairfield - Napa, CA — Napa*, Solano*
Vancouver, WA — Clark
Ventura, CA (See Oxnard - Ventura)
Victoria, TX — Victoria
Vineland - Millville - Bridgeton, NJ — Cumberland
Virginia Beach, VA (See Norfolk - Virginia Beach - Newport News)
Visalia - Tulare - Porterville, CA — Tulare
Waco, TX — McLennan
Warren, OH (See Youngstown - Warren)
Washington, DC —
  District of Columbia Portion — District of Columbia*
  Maryland Portion — Calvert, Charles, Frederick, Montgomery, Prince George's
  Virginia Portion — Alexandria City, Arlington, Fairfax, Fairfax City, Falls Church City, Loudon, Manassas City, Manassas Park City, Prince William, Stafford
Waterbury, CT (See New Haven - Waterbury - Meriden)
Waterloo - Cedar Falls, IA — Black Hawk*, Bremer
Wausau, WI — Marathon
Weirton, OH (See Steubenville - Weirton)
West Palm Beach - Boca Raton - Delray Beach, FL — Palm Beach
Wheeling, WV —
  Ohio Portion — Belmont
  West Virginia Portion — Marshall, Ohio*
Wichita, KS — Butler, Sedgwick*
Wichita Falls, TX — Wichita
Wilkes-Barre, PA (See Scranton - Wilkes-Barre)
Williamsport, PA — Lycoming
Wilmington, DE —
  Delaware Portion — New Castle*
  Maryland Portion — Cecil
  New Jersey Portion — Salem
Wilmington, NC — New Hanover
Winston-Salem, NC (See Greensboro - Winston-Salem - High Point)
Winter Haven, FL (See Lakeland - Winter Haven)
Woonsocket, RI (See Providence - Pawtucket - Woonsocket)
Worcester - Fitchburg - Leominster, MA — Worcester
Yakima, WA — Yakima
York, PA — Adams, York*
Youngstown - Warren, OH — Mahoning*, Trumbull*
Yuba City, CA — Sutter*, Yuba

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*The county in a multicounty market where the central city is located. If more than one county has an asterisk, it is because a multiname market has central cities in more than one county. If there is a central city in a one-county market, it will be located in that county.

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Data in this *Survey of Buying Power* are organized into three sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

Section C

METRO AREA, COUNTY, AND CITY DATA LISTED BY STATES

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Notes:

All counties are included in *Sales and Marketing Management's Survey of Buying Power.*

Cities are included if they meet the following criteria:

◆ Population of 40,000 or more at the time of the 1980 Census of Population

◆ Central city of a metropolitan market

◆ Independent city (that is, not within a county). "Total Metro Counties" line, appearing at the end of each state listing, pertains only to metropolitan counties within the state

The following symbols are used as indicated:

☐ County within a metropolitan area whose central cities are in another state

● Central city of a metropolitan area

Blank space in Retail Store columns indicates zero sales.

Boldface lines are metropolitan area and state totals.

Mediumface lines are county and suburban data.

Lightface lines are city data.

Italicized lines indicate metropolitan counties and central cities located in another state.

CHANGE IN INCOME CALCULATIONS!

Due in part to the recent publication of new income-related data from the Bureau of the Census, Bill Communications' Market Statistics Division has undertaken a major recalculation of Effective Buying Income (EBI) statistics. The latest *Current Population Survey (CPS)* from the Bureau has revealed problems in the methodology used in 1983 to convert Total Aggregate Income (TAI) to EBI, which is roughly equivalent to disposable personal income. This adjustment results in median household EBI figures in this year's *Survey* that average 12% *below* last year's figures, and users of *Survey* data should take this into account when making comparisons of data between the 1985 and 1986 issues. S&MM and Market Statistics regret any problems this readjustment may cause our readers, but we feel that this recalculation is absolutely essential to insure the continuing accuracy of *Survey of Buying Power* data. A detailed explanation of this and other changes in this year's *Survey* can be found on page A-8.

Sample tables from Survey Section C

The numbers shown beneath the individual column heads in these samples are coded to the listings in the "Definition of Terms" section that accompanies this page. Definitions are listed alphabetically, followed by the appropriate number or numbers that correspond to the numbers on these samples. Thus the definition for "Age Groups of Population" is referenced to columns 4 to 7. This page shows you the specific age groups, 18 to 24, 25 to 34, etc., and provides a visual link to the written definitions, making individual column topics more intelligible and enhancing your ability to profit from *Survey* data.

Caution on population estimates
Population and household estimates in the 1986 *Survey* are not directly comparable with those prior to the 1981 *Survey*. The 1986 *Survey* estimates are updates from the 1980 Census of Population and Housing whereas, prior to the 1981 *Survey*, the estimates used the 1970 Census as a benchmark.

Caution on retail sales estimates
Total retail sales and store group sales in the 1986 *Survey* are not directly comparable to those prior to the 1986 issue. The 1986 estimates are updates from the 1982 Census of Retail Trade whereas, prior to this year's *Survey*, retail sales estimates used the 1977 Census as a benchmark.

Section C: Metro Areas, Counties, Cities

S&MM ESTIMATES	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩	⑪	⑫	⑬	⑭	⑮

S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1985							S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1985						
			% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over								% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index	METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
	⑯	⑰	⑱	⑲	⑳	㉑	㉒		⑯	⑰	⑱	⑲	⑳	㉑	㉒

Definition of terms used in the Survey

The Standard Industrial Classification (SIC) industry codes shown for retail store groups are explained in the article on page A-10. Column numbers refer to the sample tables illustrated on the facing page. Also, to facilitate usage of the two Surveys we publish each year, we indicate whether the data appear in the *Survey of Buying Power* (SBP) and/or *Survey of Buying Power—Part II* (SBP—II).

AGE GROUPS OF POPULATION (Columns 4—7). Population breakdowns for four age groups are useful for marketers because age groups are associated with lifestyle changes. Thus 18 to 24 year olds represent the household-forming stage. **SBP**

AUTOMOTIVE DEALERS (Column 14) (SIC Major Group 55, except Subgroup 554). Included are retail outlets selling cars—domestic and imported, new and used. Motorcycle dealers, household trailer dealers, boat dealers, and "other" automotive dealers (such as tire, battery, and accessory dealers and auto and home supply stores) round out the group. **SBP, SBP—II**

AVERAGE HOUSEHOLD EFFECTIVE BUYING INCOME (U.S. State Summary on EBI, B-5). Total Effective Buying Income (EBI), divided by the number of households. Often used as an indicator of market quality, but it can be misleading, particularly in areas where there is a disproportionate share of college, military, and other types of institutional population housed in group quarters not considered households. Because total EBI includes such income, a per household average credits households with income not properly theirs. (See Median Household EBI). **SBP, SBP—II**

BLACK POPULATION. Updated from the Census Bureau's 1980 Census of Population and Housing, it is a head-count estimate of persons who consider themselves members of the black race and who lived in the area at the end of the year. **SBP, SBP—II**

BUILDING MATERIALS, HARDWARE STORES (Metro Ranking Table B-43) (SIC Major Group 52.) This mixed group includes retail establishments whose main business is selling lumber, building materials, paint, glass, wallpaper, and basic hardware to the general public even if sales to contractors account for a larger share of total sales. Retail nurseries, lawn-and-garden supply stores, and mobile-home dealers are in this group. **SBP**

BUYING POWER INDEX (BPI) (Column 22). A weighted index that converts three basic elements—population, Effective Buying Income, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the U.S. potential. It is calculated by giving a weight of 5 to the market's percent of U.S. Effective Buying Income, 3 to its percent of retail sales, and 2 to its percent of population. The total of the weighted percents is divided by 10 to produce the BPI.

The BPI, probably one of the *Survey of Buying Power's* most widely used single market measures, is most useful in estimating the potential for mass products sold at popular prices. The further a product is removed from the mass market, the greater is the need for a BPI modified by more discriminating factors—income, age, sex, etc. **SBP, SBP—II**

CENTRAL CITY. A city whose name is included in the name of a metropolitan area or fits the population and employment size criteria to qualify as a central city. The title of a Metropolitan Statistical Area (MSA) includes the name of the largest city and the names of no more than two other area cities with populations that meet certain criteria of absolute and relative size. However, if no city qualifies as a central city of the MSA, the MSA is named after its central counties; for example, Nassau-Suffolk in New York. **SBP**

CITY. An aggregation of people and retail outlets with corporate limits within which city government, as an incorporated state agency, can legally exercise authority. This year's *Survey* lists U.S. cities that either (1) had 40,000 or more population in the 1980 Census, (2) are central cities of metropolitan areas, or (3) function independently of counties (See Central City and Independent City.) **SBP**

CONSOLIDATED METROPOLITAN STATISTICAL AREA (CMSA). The larger area of which Primary Metropolitan Statistical Areas are components. (See Metropolitan Statistical Area.) **SBP, SBP—II**

COUNTY. The primary political administrative subdivision of a state, the county is widely used in marketing because: (1) Current available data below the state level is greatest at the county level. (2) Geographic boundaries are rarely altered. (3) Complete national coverage is achieved by adding all counties. (4) The U.S.'s 3,137 county units are manageable building blocks for alignment of sales territories. (5) County boundaries are readily identifiable.

For Louisiana, parishes are used in lieu of counties; for Alaska, census areas. The District of Columbia is treated as a single county unit. In Virginia, all cities are by law independent of counties; hence, the *Survey* treats them as county units. The cities of Baltimore, MD, St. Louis, MO, and Carson City, NV, are also independent cities.

The 1985 *Survey* follows the county boundaries as defined in the 1980 Census of Population, with two exceptions. Cibola County, NM, was created from a portion of Valencia County during 1981 and La Paz County, AZ, was created from a portion of Yuma County at the end of 1982. **SBP, SBP—II**

DRUGSTORES (Column 15) (SIC Subgroup 591). Includes both drugstores and proprietary stores. Drugstores fill and sell prescriptions; proprietary stores do not. Both sell drugs, proprietary medicines, and other health and first-aid products. Both may sell a number of related lines—cosmetics, toiletries, candy, tobacco products, magazines, toys, etc.—and may operate a soda fountain or lunch counter. **SBP, SBP—II**

EATING & DRINKING PLACES (Column 11) (SIC Major Group 58). Includes establishments selling prepared food and drinks for consumption on or near the premises or for takeout, as well as lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption. Also included are caterers and in-plant food contractors, as well as leased eating and or drinking concessions in theatres, hotels, amusement parks, etc. **SBP, SBP—II**

EFFECTIVE BUYING INCOME (EBI) (Column 16). A classification exclusively developed by Sales & Marketing Management, it is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietor's income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Market Statistics, the research division of Bill Communications that prepares the *Survey* data, removes from this figure compensation paid to military and diplomatic personnel stationed overseas to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income group should be considered. **SBP, SBP—II**

EFFECTIVE BUYING INCOME, AVERAGE HOUSEHOLD. (See Average Household Effective Buying Income.)

EFFECTIVE BUYING INCOME, HOUSEHOLD GROUP. (See Households by Effective Buying Income Group.)

EFFECTIVE BUYING INCOME, MEDIAN HOUSEHOLD. (See Median Household Effective Buying Income.)

EFFECTIVE BUYING INCOME, PER CAPITA. (See Per Capita Effective Buying Income.)

FOOD STORES (Column 10) (SIC Major Group 54). Establishments selling food primarily for home consumption. **SBP, SBP—II**

FURNITURE, HOME FURNISHINGS, & APPLIANCE STORES (Column 13) (SIC Major Group 57.) A combination of several subgroups that sell goods for furnishing the home, including furniture, floor coverings, draperies, glass and chinaware, stoves, refrigerators, and other household appliances. **SBP, SBP—II**

GASOLINE SERVICE STATIONS (Metro Ranking Table, B-41) (SIC Subgroup 554). Includes both "gas stations" and garages whose receipts come mostly from sales of gasoline and oil. Besides those main products they also sell tires, batteries, and accessories. **SBP**

GENERAL MERCHANDISE STORES (Column 12) (SIC Major Group 53). Includes department stores, limited-price variety stores ("5 & 10s"), and general merchandise stores. Establishments selling used general merchandise and those selling by mail, vending machine, or direct selling are classified by the Census Bureau as "miscellaneous retail stores" (SIC 59). **SBP, SBP—II**

HISPANICS. (See Spanish-Origin Population.)

HOUSEHOLD (Column 8). A household consists of all the people occupying a single housing unit under 1980 Census rules—such as a house, an apartment, a group of rooms, or a single room. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household.

All persons who are not members of households are regarded as living in group quarters: institutions, college dormitories, military barracks, etc. *Caution:* Although a county's population total will include all the people in the area, the household total will not do so because it excludes group quarters. **SBP, SBP—II**

HOUSEHOLDS BY EFFECTIVE BUYING INCOME GROUP (Columns 18-21). A household's available spending potential is also used by marketers who want to aim their efforts at those most likely to buy. **SBP**

INDEPENDENT CITY. Several cities in the U.S. that do not fall within official county boundaries are treated as independent entities by the Census Bureau. The *Survey* lists those independent cities as county entities. Except for St. Louis, MO: Baltimore, MD; and Carson City, NV, which replaced Ormsby County, all independent cities are in the state of Virginia. These are Alexandria, Bedford, Bristol, Buena Vista, Charlottesville, Chesapeake, Clifton Forge, Colonial Heights, Covington, Danville, Emporia, Fairfax, Falls Church, Franklin, Fredericksburg, Galax, Hampton, Harrisonburg, Hopewell, Lexington, Lynchburg, Manassas, Manassas Park, Martinsville, Newport News, Norfolk, Norton, Petersburg, Poquoson, Portsmouth, Radford, Richmond, Roanoke, Salem, South Boston, Staunton, Suffolk, Virginia Beach, Waynesboro, Williamsburg, and Winchester. **SBP, SBP—II**

MEDIAN AGE (Column 3). A calculation that divides the age distribution of the population into two equal groups, with one-half of the population younger, and one-half older, than the median figure. **SBP**

MEDIAN HOUSEHOLD EFFECTIVE BUYING INCOME (Column 17). This figure divides the income distribution into two equal parts, with one-half the households above it, the other half below it. It is a more reliable indicator of an area's relative income level than is Average Household Effective Buying Income because it is less likely to be skewed by statistical oddities. (See Average Household Effective Buying Income). **SBP**

METROPOLITAN STATISTICAL AREA (MSA). A geographic area with a large population nucleus together with adjacent communities which have a high degree of economic and social integration with that nucleus. The MSA concept's major purpose is to enable all federal statistical agencies to use the same geographic definition when studying metropolitan characteristics. Metropolitan area definitions are reviewed every 10 years following completion of the decennial population census. The MSA definitions in this *Survey*, which adhere to the federal government's new revisions, are based on commuting and other statistical results of the 1980 Census. As part of the current revisions, the term *Standard Metropolitan Statistical Area (SMSA)* was replaced by *Metropolitan Statistical Area (MSA)*. MSA designations follow a set of standards prepared by the Federal Committee on MSAs, which advises the Office of Management and Budget (OMB) on metropolitan area definitions. Under 1980 standards, an area qualifies as an MSA in one of two ways: (1) if there is a city of at least 50,000 population, or (2) an urbanized area of at least 50,000 population with a total metropolitan population of at least 100,000. In addition to the county containing the central city, an MSA may include additional counties which have close economic and social ties to the central county. MSAs are defined in terms of entire counties, except in the six New England states, where towns and cities are the units of definition because of the lack of county governments. The federal government's alternative, but unofficial, New England County Metropolitan Area (NECMA) concept is used by Sales & Marketing Management for those states. A metro of more than 1 million population may qualify for separate recognition as a Primary Metropolitan Statistical Area (PMSA). A PMSA is characterized by very strong internal economic and social links. If two or more PMSAs are contiguous, they are designated as a Consolidated Metropolitan Statistical Area (CMSA).

Note: The *Survey's* Metro Market ranking tables in Section B are based on data for MSAs, PMSAs and NECMAs, but do not include CMSAs. **SBP, SPB—II**

NEW ENGLAND COUNTY METROPOLITAN AREA (NECMA). The U.S. Office of Information and Regulatory Affairs (OIRA), located in the Office of Management and Budget, defines these areas by applying to the New England counties the same criteria used in establishing Metropolitan Statistical Areas (MSAs) outside New England. **SBP, SBP—II**

PER CAPITA EFFECTIVE BUYING INCOME (U.S. State Summary on Effective Buying Income, B-5). This is an arithmetic average obtained by dividing Total Effective Buying Income by Total Population. It measures an area's spending power by eliminating the impact of population size. However, because population is measured as of Dec. 31, whereas EBI is measured as a flow over the calendar year, a significant change in population during the year can distort the per capita figure. **SBP**

PERCENT OF U.S. (Column 2). A market's share of the total U.S. population, it shows the relative importance of the geographic area's demographic or socioeconomic factors. **SBP**

POPULATION (Column 1). Updated from the Census Bureau's 1980 Census of Population and Housing, it is a head-count estimate of all the people living in an area at the end of the year. It includes people living in group quarters such as colleges and hospitals, and armed forces permanently assigned to the area, but excludes tourists and transients. **SBP, SBP—II**

POPULATION, AGE GROUPS OF. (See Age Groups of Population.)

POPULATION, BLACK. (See Black Population.)

POPULATION, MEDIAN AGE OF. (See Median Age.)

PRIMARY METROPOLITAN STATISTICAL AREA (PMSA). In areas of more than 1 million population, Primary Metropolitan Statistical Areas are identified that have a large urbanized county, or cluster of counties, with very strong internal economic and social links. (See Metropolitan Statistical Area.)

QUALITY INDEX (QI) (U.S. State Summary on Retail Sales, B-7). If a market's percent of the national population, which can be taken to represent par, is divided into the Buying Power Index, it yields the Quality Index. A high index could reflect either above-average resident buying power or a strong influx of shoppers from outside the area, or both. **SBP, SBP—II**

RETAIL SALES (Column 9). All net sales (minus refunds and allowances for returns) for establishments engaged primarily in retail trade. Receipts from repairs and other services are also included, but retail sales by such nonretailers as wholesalers and service establishments are not counted. Although retail sales are often used to gauge the purchasing power of the residents in a market, they may be affected by the movement of shoppers to and from adjacent areas.

Retail sales totals in the 1985 *Survey* are updates from 1982 Census of Retail Trade benchmarks. However, in line with new Census Bureau policy, they no longer include: (1) sales and other taxes collected from customers, and (2) carrying charges or other charges for credit. Note that the aggregate sales of the six store types shown in the *Survey* will not equal Total Retail Sales because that figure includes the many store types not shown in the *Survey*. **SBP, SBP—II**

RETAIL SALES BY STORE GROUP (Columns 10-15). Individual retail store groups are considered as channels of distribution in local markets. The retail sales of a store type represent the cumulative sales of all products and/or services handled by the store, and not just the type of products associated with the store type. **SBP, SBP—II**

SALES ACTIVITY INDEX (SAI). (U.S. State Summary on Retail Sales, B-7). It is obtained by dividing an area's percentage of national retail sales by its percentage of national population. Because the numerator (the market's percentage of total retail sales) includes all sales made in the market, and the denominator (the market's percent of national population) includes only residents of the market, a high index may indicate a strong influx of nonresident shoppers. **SBP**

SPANISH-ORIGIN POPULATION. Updated from the Census Bureau's 1980 Census of Population and Housing, it is a head-count estimate of persons who consider themselves of Spanish or Hispanic origin or descent. Persons of Spanish origin may be of any race. **SBP**

STANDARD METROPOLITAN STATISTICAL AREA (SMSA). (See Metropolitan Statistical Area.)

SUBURBAN TOTAL. There is no official definition of a suburb. Census Bureau metropolitan tables refer to suburbs as "balance of area." However, because the suburbs are the most important local market entities, they were introduced in the 1976 *Survey*. A "suburban total" is the arithmetic difference between the metropolitan market total and the related central city total. That is, deducting the central city population from the metro market population, for example, will give you the suburb population. **SBP**

CHANGE IN INCOME CALCULATIONS!

Due in part to the recent publication of new income-related data from the Bureau of the Census, Bill Communications' Market Statistics Division has undertaken a major recalculation of Effective Buying Income (EBI) statistics. The latest *Current Population Survey (CPS)* from the Bureau has revealed problems in the methodology used in 1983 to convert Total Aggregate Income (TAI) to EBI, which is roughly equivalent to disposable personal income. This adjustment results in median household EBI figures in this year's *Survey* that average 12% *below* last year's figures, and users of *Survey* data should take this into account when making comparisons of data between the 1985 and 1986 issues. S&MM and Market Statistics regret any problems this readjustment may cause our readers, but we feel that this recalculation is absolutely essential to insure the continuing accuracy of *Survey of Buying Power* data. A detailed explanation of this and other changes in this year's *Survey* can be found on page A-8.

ALABAMA

ALA.
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ANNISTON	**125.7**	**.0522**	**29.6**	**16.1**	**16.8**	**17.7**	**23.2**	**44.1**	**461,743**	**93,447**	**34,759**	**61,503**	**20,980**	**111,741**	**19,635**
Calhoun	125.7	.0522	29.6	16.1	16.8	17.7	23.2	44.1	461,743	93,447	34,759	61,503	20,980	111,741	19,635
• Anniston	30.6	.0127	33.5	10.1	15.5	16.2	31.5	12.0	312,314	64,775	16,909	38,098	13,107	100,344	12,869
SUBURBAN TOTAL	95.1	.0395	28.4	18.1	17.2	18.2	20.5	32.1	149,429	28,672	17,850	23,405	7,873	11,397	6,766
BIRMINGHAM	**922.1**	**.3829**	**32.2**	**11.3**	**17.6**	**18.4**	**26.6**	**346.4**	**4,491,199**	**978,059**	**355,183**	**475,380**	**246,013**	**1,115,229**	**178,597**
Blount	39.3	.0163	33.3	9.7	15.6	20.8	26.5	14.2	81,472	21,477	4,206	8,858	1,813	20,570	3,247
Jefferson	682.7	.2835	32.4	11.5	17.8	17.9	27.5	262.0	3,862,498	808,842	316,857	423,859	225,979	943,423	151,267
• Bessemer	31.5	.0131	32.8	11.1	15.2	14.8	31.8	11.7	243,861	69,651	12,222	24,911	7,548	77,793	5,658
• Birmingham	283.5	.1177	32.1	12.7	17.9	15.4	29.3	112.4	1,946,543	319,134	171,498	199,534	147,178	554,897	53,797
St. Clair	~~47.3~~	.0196	32.0	9.8	16.6	19.5	25.6	16.2	94,918	24,253	4,504	6,556	2,022	31,643	4,165
Shelby	80.2	.0333	29.8	11.6	19.8	20.3	19.4	27.6	184,976	66,547	13,758	12,815	5,697	31,029	7,529
Walker	72.6	.0302	32.6	10.3	15.8	19.0	27.3	26.4	267,335	56,940	15,858	23,292	10,502	88,564	12,389
SUBURBAN TOTAL	607.1	.2521	32.2	10.6	17.8	20.0	25.0	222.3	2,300,795	589,274	171,463	250,935	91,287	482,539	119,142
DOTHAN	**128.5**	**.0534**	**30.1**	**11.8**	**17.9**	**18.9**	**22.4**	**46.3**	**787,423**	**148,784**	**59,348**	**104,583**	**38,474**	**221,664**	**22,992**
Dale	46.4	.0193	28.2	14.3	19.4	17.7	19.1	15.9	146,354	34,084	12,343	15,846	3,787	28,279	5,794
Houston	82.1	.0341	31.4	10.4	17.1	19.5	24.3	30.4	641,069	114,700	47,005	88,737	34,687	193,385	17,198
• Dothan	54.7	.0227	31.2	10.4	18.1	19.6	23.5	20.6	585,547	100,156	43,384	76,643	31,934	186,321	15,218
SUBURBAN TOTAL	73.8	.0307	29.3	12.8	17.8	18.3	21.6	25.7	201,876	48,628	15,964	27,940	6,540	35,343	7,774
FLORENCE	**141.0**	**.0585**	**32.4**	**11.6**	**16.0**	**19.7**	**26.2**	**52.7**	**639,929**	**124,855**	**49,577**	**101,812**	**24,824**	**161,241**	**17,004**
Colbert	56.2	.0233	32.9	10.6	16.0	19.7	27.0	21.1	256,589	49,412	22,851	24,716	6,237	71,241	7,946
Lauderdale	84.8	.0352	32.1	12.3	16.0	19.7	25.6	31.6	383,340	75,443	26,726	77,096	18,587	90,000	9,058
• Florence	37.3	.0155	32.4	14.5	15.4	18.0	28.0	14.7	328,670	55,100	22,430	73,857	16,497	80,617	8,041
SUBURBAN TOTAL	103.7	.0430	32.4	10.6	16.2	20.3	25.5	38.0	311,259	69,755	27,147	27,955	8,327	80,624	8,963
GADSDEN	**105.2**	**.0437**	**33.4**	**10.2**	**15.8**	**18.3**	**29.2**	**39.4**	**424,227**	**112,014**	**36,801**	**58,790**	**18,650**	**86,088**	**15,048**
Etowah	105.2	.0437	33.4	10.2	15.8	18.3	29.2	39.4	424,227	112,014	36,801	58,790	18,650	86,088	15,048
• Gadsden	47.3	.0196	35.9	10.7	14.4	16.0	35.1	18.8	311,206	77,468	24,265	41,811	16,270	76,455	10,950
SUBURBAN TOTAL	57.9	.0241	31.8	9.8	16.9	20.4	24.2	20.6	113,021	34,546	12,536	16,979	2,380	9,633	4,098
HUNTSVILLE	**213.1**	**.0885**	**30.6**	**13.1**	**17.2**	**22.1**	**20.4**	**79.0**	**1,153,216**	**214,041**	**109,925**	**160,248**	**66,096**	**298,794**	**32,267**
Madison	213.1	.0885	30.6	13.1	17.2	22.1	20.4	79.0	1,153,216	214,041	109,925	160,248	66,096	298,794	32,267
• Huntsville	151.4	.0629	31.2	12.8	17.2	22.6	20.7	58.2	1,074,814	196,085	102,130	157,860	61,498	285,090	30,508
SUBURBAN TOTAL	61.7	.0256	29.4	13.9	17.4	20.7	19.5	20.8	78,402	17,956	7,795	2,388	4,598	13,704	1,759
MOBILE	**473.8**	**.1966**	**30.3**	**11.9**	**16.9**	**18.1**	**24.0**	**170.1**	**2,524,239**	**596,956**	**210,091**	**321,483**	**121,256**	**587,336**	**112,746**
Baldwin	89.5	.0371	32.6	9.9	15.2	19.0	27.4	32.6	431,473	117,323	38,139	40,098	17,656	84,053	20,034

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ALA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Mobile	384.3	.1595	29.9	12.3	17.4	17.8	23.3	137.5	2,092,766	479,633	171,952	281,385	103,600	503,283	92,712
• Mobile	207.6	.0862	30.9	12.9	17.2	17.2	25.7	78.6	1,669,095	311,189	147,228	245,049	85,962	459,635	72,826
SUBURBAN TOTAL	266.2	.1104	29.9	11.1	16.7	18.7	22.7	91.5	855,144	285,767	62,863	76,434	35,294	127,701	39,920
MONTGOMERY	**293.9**	**.1222**	**30.7**	**12.0**	**17.1**	**19.0**	**23.6**	**105.1**	**1,506,307**	**298,847**	**120,659**	**208,216**	**60,395**	**400,744**	**61,054**
Autauga	35.8	.0149	30.4	11.0	14.9	22.1	21.0	12.0	129,299	30,362	10,029	11,213	3,419	37,692	3,606
Elmore	48.3	.0201	31.8	10.9	16.8	19.0	25.6	16.2	120,191	40,862	5,794	8,815	3,495	19,928	8,687
Montgomery	209.8	.0872	30.5	12.4	17.4	18.5	23.7	76.9	1,256,817	227,623	104,836	188,188	53,481	343,124	48,761
• Montgomery	189.3	.0786	30.4	12.5	17.6	18.2	23.6	70.4	1,211,802	216,920	99,826	186,033	49,430	337,769	48,609
SUBURBAN TOTAL	104.6	.0436	31.3	11.1	15.7	20.4	23.8	34.7	294,505	81,927	20,833	22,183	10,965	62,975	12,445
TUSCALOOSA	**144.2**	**.0598**	**29.3**	**17.1**	**17.3**	**17.2**	**22.9**	**52.2**	**726,272**	**176,854**	**60,872**	**100,848**	**29,527**	**146,966**	**22,463**
Tuscaloosa	144.2	.0598	29.3	17.1	17.3	17.2	22.9	52.2	726,272	176,854	60,872	100,848	29,527	146,966	22,463
• Tuscaloosa	75.6	.0314	27.7	22.9	17.4	14.6	22.7	28.0	562,573	111,768	49,660	96,445	24,317	123,465	12,913
SUBURBAN TOTAL	68.6	.0284	31.1	10.7	17.0	20.1	23.3	24.2	163,699	65,086	11,212	4,403	5,210	23,501	9,550
OTHER COUNTIES															
Barbour	25.8	.0107	32.0	9.3	14.8	16.4	29.2	9.0	78,681	24,596	7,764	5,819	1,745	12,035	4,690
Bibb	16.8	.0070	31.6	10.3	14.9	18.1	26.8	5.9	36,155	11,887	1,555	3,357	1,069	8,682	2,130
Bullock	10.5	.0044	31.6	10.0	13.9	14.8	30.4	3.7	29,128	7,536	1,338	1,095	1,528	1,768	1,692
Butler	21.6	.0090	33.4	9.2	13.7	16.1	31.7	7.7	93,849	21,896	8,100	8,403	2,916	19,644	3,125
Chambers	39.6	.0164	33.3	9.6	14.9	16.9	30.6	14.4	145,670	39,427	8,944	6,278	9,172	40,468	6,474
Cherokee	20.0	.0083	33.8	10.3	15.2	20.1	28.0	7.1	44,476	9,294	2,918	2,119	960	10,260	2,281
Chilton	32.7	.0136	32.9	10.1	15.4	19.1	27.6	12.3	117,159	29,203	6,052	11,543	5,770	29,248	6,099
Choctaw	16.6	.0069	30.9	9.6	14.2	17.8	26.4	5.7	41,697	15,827	5,093	1,792	1,434	5,008	1,882
Clarke	27.8	.0115	30.6	10.1	14.4	17.5	26.1	9.4	130,215	38,561	7,854	13,684	4,208	23,613	8,433
Clay	13.7	.0057	33.9	9.5	13.9	18.4	30.1	4.8	37,801	11,549	1,713	2,586	803	7,274	764
Cleburne	13.1	.0054	33.3	10.1	15.1	19.8	27.6	5.0	21,737	4,920	1,611	1,941	697	5,644	805
Coffee	39.3	.0164	32.4	10.1	16.7	19.9	25.8	14.4	183,049	34,571	10,175	19,937	13,513	55,204	5,870
Conecuh	15.8	.0066	32.5	10.3	14.0	15.3	31.2	5.5	43,579	10,350	2,820	3,784	708	3,572	3,214
Coosa	11.6	.0048	33.5	10.0	13.9	17.6	30.4	4.4	7,155	1,770	373	71	676	1,215	340
Covington	37.4	.0155	36.5	9.5	13.6	18.2	33.7	14.8	157,450	40,310	7,987	14,911	9,758	37,744	8,206
Crenshaw	14.1	.0059	34.8	9.4	13.7	16.6	33.1	5.3	33,670	11,229	1,234	1,791	1,186	8,268	1,622
Cullman	66.1	.0274	33.6	10.0	15.3	19.7	28.2	24.5	261,267	65,724	16,072	24,389	12,168	60,264	10,354
Dallas	54.8	.0227	29.7	11.2	14.6	16.5	25.8	18.7	212,144	47,407	14,919	31,608	7,074	43,921	10,261
De Kalb	57.8	.0240	33.4	10.0	15.4	19.1	28.4	21.9	148,019	36,268	10,238	12,286	8,141	34,806	8,308
Escambia	38.1	.0158	31.7	10.5	16.4	18.7	25.9	12.8	161,256	30,434	10,061	15,501	7,014	31,523	8,289
Fayette	19.3	.0080	33.9	9.8	14.9	18.6	29.8	7.1	58,074	16,056	2,932	5,517	2,614	14,781	3,143
Franklin	29.6	.0123	34.2	9.9	15.2	19.8	29.1	11.2	122,709	23,322	5,673	12,442	6,489	42,207	5,344

THE

3RD

LARGEST MARKET IN

ALABAMA

Rank	Metro Area	Population	EBI	Total Retail Sales
1	Birmingham	922,100	$9,316,427,000	$4,491,199,000
2	Mobile	473,800	4,691,504,000	2,524,239,000
3	The Greater Huntsville Market*	331,366	3,548,448,000	1,692,542,000
4	Montgomery	293,300	2,943,622,000	1,506,307,000

*Madison, Limestone & Marshall Co.

Source: S&MM 1986 Survey of Buying Power

HUNTSVILLE... Highest EBI Per Household of any MSA in Alabama—$27,332

HUNTSVILLE

Huntsville Times & News

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ALA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Geneva	24.7	.0102	34.2	9.4	14.4	18.6	30.3	9.1	59,904	22,091	1,192	5,844	1,474	10,675	3,621
Greene	11.2	.0047	29.9	10.4	12.9	14.0	29.4	3.7	35,552	12,055	1,811	2,419	1,671	6,516	1,627
Hale	15.2	.0063	30.7	10.6	13.0	14.4	30.0	5.0	33,629	11,314	1,006	1,242	1,006	11,689	2,253
Henry	15.8	.0066	32.9	9.3	15.3	17.0	29.9	5.7	48,188	15,163	2,019	2,311	2,226	4,137	1,153
Jackson	55.1	.0228	31.4	10.5	17.4	20.3	23.4	19.9	155,067	34,572	8,147	15,795	6,514	52,138	6,247
Lamar	16.6	.0069	34.1	9.5	14.3	19.1	29.6	6.1	48,785	15,894	1,661	1,674	1,824	7,236	2,334
Lawrence	31.8	.0132	30.8	10.0	15.6	19.2	24.3	10.9	74,998	19,504	5,257	8,442	2,543	7,970	3,080
Lee	81.9	.0340	25.8	24.8	16.6	16.6	18.2	31.0	369,610	84,056	34,707	57,760	9,919	82,877	11,578
Limestone	47.8	.0199	31.4	11.0	16.0	19.9	24.4	16.7	168,298	42,994	14,044	16,034	6,172	37,704	7,637
Lowndes	13.6	.0056	26.0	11.4	12.9	14.4	24.0	3.9	24,455	7,142	552	532	1,063	6,563	298
Macon	26.6	.0111	28.9	16.9	14.4	13.3	27.9	8.4	55,897	17,256	2,734	665	1,203	7,650	3,888
Marengo	25.2	.0104	31.2	9.9	13.8	16.6	28.2	8.5	92,317	22,803	4,482	10,328	3,954	24,498	3,128
Marion	32.3	.0134	33.7	9.8	15.3	19.5	28.4	12.0	91,503	28,144	4,096	13,624	3,675	19,715	3,842
Marshall	70.4	.0293	33.4	10.3	15.7	20.0	27.5	26.9	371,028	74,475	22,881	51,450	11,682	114,775	12,168
Monroe	22.9	.0095	30.5	9.8	14.9	16.8	26.7	7.7	68,823	21,154	4,107	6,782	1,743	14,305	3,243
Morgan	96.6	.0401	31.8	10.3	16.9	20.4	24.3	35.6	466,326	99,442	31,482	63,422	21,981	117,522	18,665
Decatur	44.1	.0183	32.0	10.6	17.2	20.3	24.6	17.0	364,936	72,378	24,868	55,274	15,747	97,431	12,326
Perry	15.1	.0062	29.8	12.1	12.3	14.7	29.0	4.9	24,174	6,990	775	1,680	715	3,505	2,565
Pickens	21.5	.0090	32.3	10.0	13.7	17.1	29.1	7.3	43,555	12,367	1,396	1,895	2,654	11,034	2,117
Pike	28.3	.0117	30.1	17.4	13.5	15.5	27.8	10.0	118,383	24,325	12,064	12,071	2,764	29,627	5,325
Randolph	20.3	.0084	33.9	9.9	14.0	17.3	31.1	7.4	61,506	21,142	2,622	5,072	1,797	9,726	3,551
☐ Russell	48.5	.0202	31.3	11.2	15.8	18.4	25.8	17.6	141,820	52,296	12,310	17,746	1,876	17,193	6,864
Sumter	16.7	.0070	28.1	14.1	12.9	13.2	27.8	5.4	40,913	15,134	2,990	6,723	943	4,123	2,072
Talladega	76.9	.0319	30.6	11.1	15.2	17.8	25.5	26.4	309,853	87,544	20,804	36,663	11,247	72,794	13,277
Tallapoosa	39.7	.0165	33.6	9.3	15.0	17.9	30.0	14.5	124,162	29,009	8,191	11,481	9,224	25,579	7,885
Washington	17.3	.0072	29.6	10.4	15.4	18.3	23.3	5.8	40,716	8,112	1,007	2,091	3,680	7,820	1,364
Wilcox	14.8	.0061	28.6	9.9	12.7	13.5	28.3	4.6	38,531	13,370	1,717	2,593	1,197	5,164	1,440
Winston	23.4	.0097	33.0	9.6	15.8	20.6	26.2	8.6	73,186	22,575	4,421	10,218	4,967	13,618	2,209
TOTAL METRO COUNTIES	**2,596.0**	**1.0780**	**31.2**	**12.2**	**17.1**	**18.7**	**24.8**	**952.9**	**12,856,375**	**2,796,153**	**1,049,525**	**1,610,609**	**628,091**	**3,146,996**	**488,670**
TOTAL STATE	**4,079.8**	**1.6940**	**31.4**	**11.8**	**16.5**	**18.5**	**25.6**	**1,484.5**	**18,060,674**	**4,096,917**	**1,381,116**	**2,160,274**	**845,372**	**4,353,125**	**720,563**

ALA.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ANNISTON	**1,085,193**	**18,110**	**28.1**	**27.5**	**12.2**	**5.4**	**.0398**
Calhoun	1,085,193	18,110	28.1	27.5	12.2	5.4	.0398
• Anniston	270,372	15,309	27.9	21.7	10.0	7.2	.0141
SUBURBAN TOTAL	814,821	19,064	28.1	29.6	13.1	4.8	.0257
BIRMINGHAM	**9,316,437**	**20,301**	**24.7**	**26.7**	**14.3**	**9.5**	**.3395**
Blount	286,990	15,737	30.3	25.8	9.1	3.3	.0102
Jefferson	7,197,033	20,520	24.4	26.5	14.4	10.2	.2682
• Bessemer	244,916	14,932	23.8	23.3	10.7	5.1	.0122
• Birmingham	2,535,969	16,009	27.3	23.6	10.8	6.4	.1107
St. Clair	354,066	17,422	29.6	29.3	10.3	3.6	.0123
Shelby	879,684	26,113	20.6	27.2	20.2	13.5	.0263
Walker	598,684	17,417	27.4	26.8	11.8	5.1	.0225
SUBURBAN TOTAL	6,535,542	22,815	23.5	28.5	16.2	11.3	.2166
DOTHAN	**1,151,420**	**18,256**	**29.0**	**27.6**	**11.3**	**6.4**	**.0482**
Dale	403,376	17,830	31.1	27.7	10.5	5.5	.0142
Houston	748,044	18,503	28.0	27.6	11.6	6.9	.0340
• Dothan	542,995	19,535	27.7	27.9	12.5	8.3	.0268
SUBURBAN TOTAL	608,425	17,293	30.4	27.3	10.2	4.9	.0214

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
FLORENCE	**1,264,994**	**18,691**	**26.6**	**27.7**	**13.2**	**6.0**	**.0479**
Colbert	484,355	18,244	27.4	28.4	12.6	4.7	.0187
Lauderdale	780,639	19,018	26.0	27.2	13.6	7.0	.0292
• Florence	367,147	18,611	25.8	25.0	14.7	7.1	.0167
SUBURBAN TOTAL	897,847	18,720	27.0	28.7	12.6	5.6	.0312
GADSDEN	**879,399**	**16,249**	**27.3**	**25.3**	**11.3**	**4.9**	**.0337**
Etowah	879,399	16,249	27.3	25.3	11.3	4.9	.0337
• Gadsden	405,065	14,247	26.9	21.4	10.0	5.7	.0179
SUBURBAN TOTAL	474,334	18,051	27.7	28.7	12.5	4.1	.0158
HUNTSVILLE	**2,560,999**	**24,485**	**22.9**	**26.5**	**16.2**	**16.6**	**.0882**
Madison	2,560,999	24,485	22.9	26.5	16.2	16.6	.0882
• Huntsville	1,957,324	25,775	21.9	25.7	16.8	18.7	.0706
SUBURBAN TOTAL	603,675	21,603	25.9	28.7	14.3	11.0	.0176
MOBILE	**4,691,504**	**20,914**	**24.4**	**26.9**	**14.9**	**10.2**	**.1774**
Baldwin	891,944	20,959	25.8	27.4	14.9	9.9	.0326
Mobile	3,799,560	20,903	24.0	26.8	14.9	10.3	.1448
• Mobile	2,221,393	20,633	24.5	25.9	14.0	11.4	.0928
SUBURBAN TOTAL	2,470,111	21,155	24.3	27.7	15.6	9.2	.0846

METRO MOBILE Press-Register

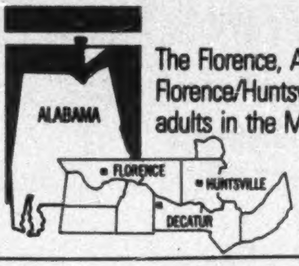
Alabama's Second Largest. After Birmingham

MOBILE RANKS FIRST
in Alabama in . . .

POPULATION	473,000
HOUSEHOLDS	170,100
EBI	$4,691,504
TOTAL RETAIL SALES	$2,524,238

Newhouse Newspaper

SOURCE S&MM 1986 Survey of Buying Power



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Source: Sales & Marketing Management, 1986 Survey of Buying Power; A.B.C. Fas Fax.

ALA. (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
MONTGOMERY	**2,943,622**	**20,834**	**24.9**	**26.6**	**15.0**	**10.3**	**.1094**
Autauga	342,913	23,727	20.5	29.5	18.6	10.0	.0119
Elmore	401,361	19,159	26.3	28.2	13.5	6.2	.0137
Montgomery	2,199,348	20,771	25.2	25.9	14.7	11.2	.0838
• Montgomery	2,002,458	20,822	25.3	26.1	14.8	11.0	.0775
SUBURBAN TOTAL	941,164	20,859	23.9	27.6	15.3	9.0	.0319
TUSCALOOSA	**1,283,819**	**17,900**	**25.1**	**25.5**	**12.5**	**7.4**	**.0505**
Tuscaloosa	1,283,819	17,900	25.1	25.5	12.5	7.4	.0505
• Tuscaloosa	667,100	15,644	25.2	22.4	10.3	7.9	.0303
SUBURBAN TOTAL	616,719	20,387	25.0	29.2	15.0	6.7	.0202
OTHER COUNTIES							
Barbour	181,593	14,007	27.6	20.9	8.3	5.4	.0070
Bibb	111,620	14,545	30.1	25.3	7.3	2.2	.0042
Bullock	69,461	12,402	30.0	16.2	7.9	4.7	.0027
Butler	153,176	14,143	30.1	22.7	6.4	4.8	.0065
Chambers	337,374	17,997	27.2	27.1	12.8	5.4	.0124
Cherokee	150,367	15,508	30.5	26.3	8.8	3.0	.0053
Chilton	285,057	17,584	27.6	27.3	10.4	6.1	.0104
Choctaw	124,325	14,362	23.2	20.7	11.2	6.5	.0045
Clarke	214,182	16,201	24.5	23.4	11.8	6.3	.0089
Clay	88,738	13,639	30.7	23.6	5.8	2.6	.0035
Cleburne	112,593	18,204	28.4	29.9	10.3	4.9	.0035
Coffee	335,930	18,594	25.9	29.9	10.7	5.9	.0133
Conecuh	103,375	12,384	25.1	21.8	5.7	4.4	.0041
Coosa	101,092	16,632	27.6	29.0	8.5	4.3	.0030
Covington	285,875	14,191	30.0	23.6	6.8	3.6	.0116
Crenshaw	80,895	10,408	28.7	15.5	4.9	2.5	.0033
Cullman	524,663	15,635	30.1	25.1	8.3	4.8	.0205
Dallas	340,495	12,518	28.4	19.7	7.3	3.4	.0152
De Kalb	441,446	14,669	28.3	25.1	8.3	3.3	.0159
Escambia	278,770	15,426	27.0	25.7	9.4	4.5	.0115
Fayette	164,933	17,497	25.6	27.6	10.2	6.2	.0058
Franklin	248,813	16,502	26.4	25.9	10.3	5.7	.0095
Geneva	213,188	15,664	25.8	25.6	9.2	5.3	.0071
Greene	62,785	10,496	27.4	13.7	6.2	4.5	.0028
Hale	85,483	10,811	25.8	17.3	5.3	4.3	.0036
Henry	121,481	15,943	29.1	26.4	9.3	4.5	.0045
Jackson	416,227	16,648	29.3	28.1	9.7	3.1	.0153
Lamar	135,379	17,377	27.6	28.2	10.6	4.6	.0049
Lawrence	260,160	18,417	23.7	26.1	14.0	6.6	.0088
Lee	722,445	15,946	25.1	22.6	11.1	7.3	.0277
Limestone	461,508	21,389	23.7	28.1	14.1	11.0	.0159
Lowndes	68,461	11,475	28.2	17.8	4.8	4.6	.0028
Macon	158,360	11,768	26.5	17.4	7.8	4.7	.0063
Marengo	167,505	13,122	23.2	19.8	11.1	4.6	.0070
Marion	279,216	18,132	27.2	29.1	10.5	5.5	.0097
Marshall	525,933	14,745	30.5	23.7	8.2	3.6	.0233
Monroe	176,871	16,262	25.1	24.9	11.4	5.9	.0064
Morgan	908,285	20,308	25.5	28.8	14.8	7.1	.0342
Decatur	464,134	22,287	22.7	28.0	17.4	9.0	.0198
Perry	83,952	10,983	26.2	17.3	6.8	3.3	.0033
Pickens	142,400	13,992	29.5	21.9	8.9	3.0	.0052
Pike	202,212	13,776	27.0	22.2	8.8	4.2	.0086
Randolph	149,508	15,493	28.4	25.5	9.1	4.0	.0056
☐ Russell	363,611	15,402	27.4	24.9	9.2	4.6	.0136
Sumter	108,643	12,595	24.5	19.0	9.4	5.0	.0043
Talladega	634,074	18,165	26.8	26.4	12.8	6.4	.0243
Tallapoosa	305,145	15,846	30.6	26.2	8.5	3.9	.0115
Washington	138,190	19,177	22.5	27.9	14.5	6.0	.0046
Wilcox	85,038	11,938	26.6	15.9	8.4	4.9	.0038
Winston	176,837	15,170	31.8	24.1	8.3	4.2	.0065
TOTAL METRO COUNTIES	**25,540,988**	**20,029**	**25.2**	**26.7**	**14.8**	**9.4**	**.9482**
TOTAL STATE	**37,065,047**	**18,428**	**26.0**	**26.0**	**12.5**	**7.9**	**1.3889**

ALASKA

ALASKA

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANCHORAGE	**237.1**	**.0984**	**27.9**	**13.7**	**24.9**	**22.0**	**10.2**	**87.4**	**2,596,640**	**393,641**	**326,998**	**339,635**	**128,281**	**486,927**	**96,626**
Anchorage	237.1	.0984	27.9	13.7	24.9	22.0	10.2	87.4	2,596,640	393,641	326,998	339,635	128,281	486,927	96,626
• Anchorage	237.1	.0984	27.9	13.7	24.9	22.0	10.2	87.4	2,596,640	393,641	326,998	339,635	128,281	486,927	96,626
OTHER COUNTIES															
Aleutian Islands	8.0	.0034	25.7	23.7	28.9	16.8	6.4	1.8	12,614	7,260	1,520	1,043		90	
Bethel	12.9	.0054	23.7	13.3	18.9	16.7	12.0	3.4	29,815	5,966	866	13,368	140	2,887	
Bristol Bay	1.2	.0005	29.1	19.7	34.4	22.2	7.6	.2	8,388	3,660	2,327		61	771	
Dillingham	5.7	.0023	25.0	13.7	19.9	18.1	12.0	1.8	9,498	5,398	1,504	467	63	878	
Fairbanks North Star	67.8	.0282	27.1	16.0	25.8	19.8	9.8	23.7	642,081	119,421	67,285	82,306	26,932	155,225	23,900
Haines	1.9	.0008	30.2	8.6	21.8	23.1	16.3	.6	12,568	3,441	1,138	1,277	58	906	
Juneau	26.0	.0108	29.6	10.9	24.7	22.7	13.9	9.4	230,066	79,267	25,685	541	13,020	23,925	7,181
Kenai Peninsula	40.5	.0168	28.4	10.6	23.0	21.5	13.3	14.1	230,355	69,787	23,367	2,431	6,588	29,252	14,971
Ketchikan Gateway	13.4	.0055	29.7	11.3	20.7	21.3	17.8	5.0	75,367	11,364	11,350	7,917	2,632	7,900	2,081
Kobuk	5.8	.0025	23.2	13.6	18.4	15.0	13.2	1.5	23,045	8,464	3,581	6,034		58	

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ALASKA (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1985 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Kodiak Island	14.0	.0058	27.2	15.8	26.2	19.3	10.2	4.5	66,314	15,031	10,328		1,941	11,118	2,306
Matanuska - Susitna	34.5	.0143	28.6	8.9	22.0	22.0	13.9	11.6	126,533	51,842	10,886	4,033	3,762	7,641	1,054
Nome	7.7	.0032	25.2	12.9	19.0	17.1	14.2	2.2	30,195	15,387	3,427	4,782	744	138	648
North Slope	5.3	.0022	26.2	14.3	22.2	19.2	11.2	1.2	31,617	3,567	27,081	925			
Prince of Wales - Outer Ketchikan	4.5	.0019	27.4	12.0	20.7	20.5	13.8	1.3	14,549	8,652	3,242	226	164	333	
Sitka	8.7	.0036	28.1	12.7	21.6	21.3	13.8	2.7	42,482	18,413	4,680	1,492	1,863	542	1,212
Skagway - Yakutat - Angoon	4.2	.0017	28.1	10.2	23.5	19.0	14.8	1.3	9,818	3,549	1,862	1,585	85	190	
Southeast Fairbanks	7.4	.0031	25.9	15.1	24.5	19.2	8.6	2.1	16,656	6,964	2,438	1,167	102	961	
Valdez - Cordova	9.8	.0041	29.0	11.8	23.9	22.3	13.4	3.5	61,756	21,336	10,140	918	240	4,410	1,151
Wade Hampton	5.5	.0022	21.6	13.2	16.4	14.7	12.4	1.1	12,433	3,692	291	6,605	53	123	
Wrangell - Petersburg	6.9	.0029	29.0	11.3	22.7	19.6	16.7	2.2	31,711	16,067	3,143	639	116	1,563	927
Yukon - Koyukuk	9.0	.0037	27.0	13.1	23.8	18.8	12.3	2.7	41,296	10,989	3,927	5,796	403	904	
TOTAL METRO COUNTIES	**227.1**	**.0984**	**27.9**	**13.7**	**24.9**	**22.0**	**10.2**	**87.4**	**2,596,640**	**393,641**	**326,998**	**339,635**	**128,281**	**486,927**	**96,626**
TOTAL STATE	**537.8**	**.2233**	**27.7**	**13.3**	**24.0**	**21.0**	**11.4**	**185.3**	**4,355,797**	**983,158**	**547,066**	**483,187**	**187,248**	**736,742**	**152,857**

ALASKA
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ANCHORAGE	**3,792,676**	**34,793**	**17.2**	**22.6**	**19.1**	**30.6**	**.1432**
Anchorage	3,792,676	34,793	17.2	22.6	19.1	30.6	.1432
• Anchorage	3,792,676	34,793	17.2	22.6	19.1	30.6	.1432
OTHER COUNTIES							
Aleutian Islands	129,110	24,611	25.6	25.0	14.6	20.3	.0033
Bethel	99,632	18,217	24.9	18.8	14.0	13.7	.0035
Bristol Bay	21,510	51,857	6.5	14.5	19.0	53.5	.0007
Dillingham	57,682	21,080	20.5	21.2	11.9	18.5	.0017
Fairbanks North Star	1,061,530	33,885	18.3	20.1	17.3	31.2	.0384
Haines	19,065	25,083	23.5	24.9	15.0	18.5	.0007
Juneau	452,835	41,103	12.7	22.0	21.6	37.0	.0153
Kenai Peninsula	576,564	31,911	15.9	20.3	16.9	29.6	.0185
Ketchikan Gateway	212,657	35,397	10.5	24.3	22.7	27.9	.0066
Kobuk	55,374	26,542	21.8	22.4	15.0	21.3	.0020

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Kodiak Island	195,932	32,188	18.4	21.9	19.5	26.2	.0061
Matanuska - Susitna	369,620	25,423	20.3	26.8	16.8	17.1	.0121
Nome	75,156	22,125	21.0	19.3	13.5	20.7	.0027
North Slope	67,807	36,500	14.7	18.9	21.3	31.0	.0022
Prince of Wales - Outer Ketchikan	63,813	35,609	14.7	20.0	21.6	29.5	.0019
Sitka	131,155	41,981	12.8	20.3	25.1	34.8	.0040
Skagway - Yakutat - Angoon	46,746	27,000	20.9	21.3	19.6	19.5	.0015
Southeast Fairbanks	74,346	21,686	27.7	19.9	16.2	17.0	.0022
Valdez - Cordova	158,928	33,234	15.7	19.0	14.7	33.2	.0050
Wade Hampton	25,194	15,345	27.8	22.3	9.3	6.8	.0011
Wrangell - Petersburg	79,965	27,654	19.5	30.2	20.4	16.6	.0027
Yukon - Koyukuk	74,613	12,768	20.7	18.5	10.3	8.9	.0030
TOTAL METRO COUNTIES	**3,792,676**	**34,793**	**17.2**	**22.6**	**19.1**	**30.6**	**.1432**
TOTAL STATE	**7,841,910**	**32,534**	**17.5**	**22.1**	**18.3**	**28.4**	**.2784**

ARIZONA

ARIZ.
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1985 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
PHOENIX	**1,841.1**	**.7644**	**31.7**	**12.1**	**17.8**	**18.4**	**25.7**	**719.1**	**11,710,860**	**2,589,400**	**1,152,255**	**1,339,863**	**738,581**	**2,398,138**	**489,256**
Maricopa	1,841.1	.7644	31.7	12.1	17.8	18.4	25.7	719.1	11,710,860	2,589,400	1,152,255	1,339,863	738,581	2,398,138	489,256
Glendale	122.6	.0509	29.3	12.0	19.8	20.5	18.3	44.9	801,353	150,357	44,374	44,536	30,106	343,741	29,787
• Mesa	220.9	.0917	29.9	12.1	19.8	16.6	23.4	84.7	1,697,557	318,913	126,718	271,952	116,717	398,013	84,117
• Phoenix	897.2	.3725	30.8	12.1	19.1	19.1	22.9	349.1	5,890,783	1,308,190	611,180	751,616	425,886	993,616	236,556
• Scottsdale	108.8	.0452	37.5	11.0	14.2	22.9	31.1	45.7	1,237,771	213,295	138,240	133,718	66,991	357,635	45,963
• Tempe	129.5	.0538	27.3	22.2	21.0	19.0	14.8	48.9	1,017,761	224,972	121,246	79,658	38,917	195,840	41,304
SUBURBAN TOTAL	484.7	.2012	35.2	9.6	14.7	16.8	33.5	190.7	1,866,988	524,036	154,871	102,919	90,070	453,034	81,316

ARIZ. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
TUCSON	**634.6**	**.2635**	**31.6**	**13.1**	**18.4**	**17.6**	**26.0**	**253.0**
Pima	634.6	.2635	31.6	13.1	18.4	17.6	26.0	253.0
• Tucson	381.9	.1586	30.7	15.4	19.2	16.2	25.4	157.1
SUBURBAN TOTAL	252.7	.1049	33.1	9.6	17.2	19.7	27.0	95.9
OTHER COUNTIES								
Apache	57.6	.0240	22.7	11.5	15.4	16.6	14.2	14.9
Cochise	96.2	.0399	31.0	10.8	16.3	18.7	24.8	34.7
Coconino	88.1	.0366	24.9	19.0	19.4	16.4	13.9	28.1
Gila	38.6	.0160	33.0	8.8	14.6	17.7	29.4	14.4
Graham	25.1	.0104	28.4	11.3	15.8	17.5	22.1	7.5
Greenlee	10.8	.0045	27.6	9.8	17.1	17.6	19.7	3.6
La Paz	14.1	.0059	31.0	11.2	14.9	17.6	26.4	5.6
Mohave	72.5	.0301	38.5	8.1	13.5	17.7	36.7	29.9
Navajo	74.3	.0309	24.8	10.7	15.7	17.6	16.5	21.8
Pinal	102.2	.0424	30.3	10.8	16.1	17.5	24.9	34.5
Santa Cruz	24.3	.0101	29.3	9.3	15.8	17.9	23.1	7.8
Yavapai	86.6	.0360	40.4	7.8	13.4	16.7	39.9	36.7
Yuma	88.1	.0357	29.8	13.1	15.8	17.0	24.8	30.0
Yuma	45.2	.0188	28.5	15.9	17.7	17.0	21.5	15.9
TOTAL METRO COUNTIES	**2,475.7**	**1.0279**	**31.7**	**12.3**	**18.0**	**18.2**	**25.8**	**972.1**
TOTAL STATE	**3,252.2**	**1.3504**	**31.3**	**12.1**	**17.5**	**18.0**	**25.5**	**1,241.6**

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
TUCSON	**3,305,023**	**733,054**	**348,092**	**461,636**	**199,008**	**652,355**	**142,922**
Pima	3,305,023	733,054	348,092	461,636	199,008	652,355	142,922
• Tucson	2,650,387	532,309	266,501	372,347	176,567	607,808	112,925
SUBURBAN TOTAL	654,636	200,745	81,591	89,289	22,441	44,547	29,997
OTHER COUNTIES							
Apache	96,627	33,911	5,338	14,413	468	5,316	3,439
Cochise	336,375	97,500	31,320	39,266	11,992	69,888	12,079
Coconino	523,487	107,879	73,781	60,009	14,846	64,703	17,163
Gila	161,155	62,453	14,314	13,118	2,080	25,323	6,804
Graham	129,583	36,191	7,242	16,070	3,514	21,972	6,922
Greenlee	23,372	11,756	1,353	1,465	733	2,032	1,111
La Paz	31,869	9,801	2,871	870	905	3,281	1,022
Mohave	412,736	104,845	33,692	31,266	9,354	85,875	11,168
Navajo	284,159	92,619	26,162	24,887	4,209	33,216	7,826
Pinal	358,565	111,934	30,962	24,236	7,192	48,354	21,726
Santa Cruz	168,068	44,811	14,048	25,389	5,678	19,913	9,437
Yavapai	402,342	115,208	37,856	49,809	12,556	51,881	14,347
Yuma	457,137	107,793	49,313	53,655	17,606	92,312	22,815
Yuma	325,018	70,963	35,495	47,746	14,638	77,049	18,467
TOTAL METRO COUNTIES	**15,015,883**	**3,322,456**	**1,500,347**	**1,801,499**	**937,589**	**3,050,493**	**632,178**
TOTAL STATE	**18,401,358**	**4,259,155**	**1,828,599**	**2,155,952**	**1,028,722**	**3,574,559**	**768,087**

ARIZ.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
PHOENIX	**21,989,680**	**24,214**	**24.4**	**29.4**	**16.7**	**13.1**	**.7974**
Maricopa	21,989,680	24,214	24.4	29.4	16.7	13.1	.7974
Glendale	1,373,401	26,295	22.8	30.2	19.6	12.5	.0519
• Mesa	2,491,027	24,471	25.0	30.7	18.0	10.9	.0993
• Phoenix	10,438,090	23,741	24.4	29.5	16.5	12.3	.3876
• Scottsdale	1,700,314	30,315	19.9	26.3	20.1	22.0	.0660
• Tempe	1,595,558	27,076	21.7	28.4	19.2	15.7	.0611
SUBURBAN TOTAL	5,764,691	23,038	26.0	29.1	15.2	12.7	.1834
TUCSON	**6,595,885**	**19,894**	**28.2**	**27.8**	**13.0**	**8.9**	**.2415**
Pima	6,595,885	19,894	28.2	27.8	13.0	8.9	.2415
• Tucson	3,656,660	17,971	30.4	27.1	11.4	6.1	.1540
SUBURBAN TOTAL	2,939,225	24,063	24.7	28.9	15.6	13.7	.0875
OTHER COUNTIES							
Apache	316,221	16,005	25.3	22.5	11.6	6.5	.0126
Cochise	798,051	17,251	33.0	26.0	10.8	5.4	.0293
Coconino	742,611	20,269	26.6	28.5	13.7	8.5	.0320
Gila	341,175	19,105	25.3	27.9	14.1	6.2	.0127
Graham	150,130	14,738	32.0	23.4	7.1	4.8	.0075
Greenlee	95,604	25,910	20.0	41.6	15.1	6.8	.0031
La Paz	98,437	12,640	34.9	17.1	7.2	2.9	.0036
Mohave	650,178	16,462	32.7	25.6	9.7	5.0	.0265
Navajo	535,269	19,227	24.1	25.5	13.8	9.0	.0218
Pinal	783,726	18,155	29.4	30.5	9.5	5.2	.0303
Santa Cruz	200,526	19,055	30.7	27.0	11.7	8.8	.0092
Yavapai	827,803	16,737	32.1	25.5	9.9	5.6	.0306
Yuma	720,420	17,969	32.7	26.7	11.6	6.0	.0297
Yuma	413,082	19,767	30.5	28.6	14.4	6.4	.0181
TOTAL METRO COUNTIES	**22,585,565**	**23,012**	**25.5**	**28.8**	**15.8**	**12.0**	**1.0389**
TOTAL STATE	**34,845,716**	**21,714**	**26.4**	**28.3**	**14.8**	**10.6**	**1.2878**

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FOR RESULTS
(See page B-26)

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ARKANSAS

ARK.
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
FAYETTEVILLE - SPRINGDALE	**107.6**	**.0446**	**29.8**	**17.4**	**17.6**	**17.8**	**23.1**	**39.9**	**623,247**	**125,696**	**59,601**	**124,610**	**24,675**	**117,948**	**12,111**
Washington	107.6	.0446	29.8	17.4	17.6	17.8	23.1	39.9	623,247	125,696	59,601	124,610	24,675	117,948	12,111
• Fayetteville	36.6	.0152	25.9	30.7	18.7	13.6	19.3	13.9	367,560	66,041	41,234	92,231	13,582	77,198	7,812
• Springdale	26.0	.0108	31.8	10.5	17.9	19.3	24.9	9.7	203,023	42,122	14,467	28,361	9,977	36,820	3,280
SUBURBAN TOTAL	45.0	.0186	32.3	10.6	16.5	20.3	25.3	16.3	52,664	17,533	3,900	4,018	1,116	3,930	1,019
FORT SMITH	**178.5**	**.0741**	**32.5**	**10.1**	**16.2**	**19.0**	**26.9**	**65.7**	**854,054**	**159,414**	**79,207**	**121,900**	**39,193**	**169,942**	**21,147**
Crawford	42.1	.0175	31.9	9.6	16.4	19.7	25.2	14.5	99,205	21,551	11,078	16,273	4,967	16,729	2,828
Sebastian	100.8	.0418	32.7	10.6	17.0	18.5	27.5	39.0	666,524	110,004	63,417	95,443	30,966	137,358	16,984
• Fort Smith	75.0	.0311	32.9	10.9	17.1	17.9	28.5	30.0	641,175	98,801	61,897	95,029	30,601	135,560	16,586
Sequoyah, Okla.	*35.6*	*.0148*	*32.7*	*9.2*	*14.2*	*19.7*	*27.0*	*12.2*	*88,325*	*27,859*	*4,712*	*10,184*	*3,260*	*15,855*	*1,335*
SUBURBAN TOTAL	103.5	.0430	32.1	9.5	15.7	19.8	25.7	35.7	212,879	60,613	17,310	26,871	8,592	34,382	4,561
LITTLE ROCK - NORTH LITTLE ROCK	**505.0**	**.2097**	**30.6**	**12.1**	**18.8**	**18.7**	**23.0**	**183.5**	**2,934,667**	**581,869**	**262,405**	**393,077**	**139,945**	**651,062**	**65,984**
Faulkner	52.5	.0218	29.3	17.5	15.6	17.2	24.0	18.2	219,867	42,260	21,984	23,955	10,275	35,665	4,777
Lonoke	38.3	.0159	31.6	9.5	15.2	20.4	24.5	13.0	125,652	38,457	3,266	12,373	1,808	33,184	5,706
Pulaski	357.0	.1482	30.5	12.0	19.8	18.2	22.8	133.1	2,429,235	458,049	229,546	337,200	122,356	540,872	49,828
• Jacksonville	28.9	.0120	25.1	18.6	21.5	17.6	11.0	9.3	148,880	31,773	16,322	20,431	5,966	39,742	3,696
• Little Rock	173.0	.0718	31.0	11.7	20.5	17.3	24.6	66.9	1,456,774	234,966	153,635	196,911	85,626	343,007	32,040
• North Little Rock	66.0	.0274	33.0	10.9	17.6	17.8	28.6	25.5	652,586	130,740	49,040	111,278	22,636	127,139	11,851
Saline	57.2	.0238	31.9	9.5	17.5	22.2	22.5	19.2	159,913	43,103	7,609	19,549	5,506	41,341	5,673
SUBURBAN TOTAL	237.1	.0985	30.4	11.8	17.5	20.2	21.8	81.8	676,427	184,390	43,408	64,457	25,717	141,174	18,397
PINE BLUFF	**90.0**	**.0373**	**30.7**	**12.2**	**15.7**	**16.6**	**26.6**	**30.6**	**424,303**	**99,849**	**28,615**	**57,635**	**17,202**	**87,403**	**11,932**
Jefferson	90.0	.0373	30.7	12.2	15.7	16.6	26.6	30.6	424,303	99,849	28,615	57,635	17,202	87,403	11,932
• Pine Bluff	62.4	.0259	31.2	12.6	15.5	15.1	29.1	22.3	399,153	86,988	26,718	57,227	16,710	87,320	11,335
SUBURBAN TOTAL	27.6	.0114	29.5	11.2	16.3	20.3	20.8	8.3	25,150	12,861	1,897	408	492	83	597
TEXARKANA	**120.7**	**.0501**	**32.8**	**9.6**	**16.1**	**17.7**	**28.7**	**44.2**	**725,302**	**153,497**	**61,652**	**101,144**	**31,889**	**134,441**	**22,540**
Miller	39.3	.0163	32.2	9.7	15.9	16.9	28.7	14.2	184,253	63,786	17,957	10,704	7,566	8,812	8,367
• Texarkana	22.5	.0093	33.7	9.8	15.5	15.8	32.1	8.5	175,835	62,320	16,630	10,661	7,385	8,522	8,353
Bowie, Tex.	*81.4*	*.0338*	*33.1*	*9.6*	*16.0*	*18.1*	*28.8*	*30.0*	*541,049*	*89,711*	*43,695*	*90,440*	*24,323*	*125,629*	*14,173*
• Texarkana	*33.8*	*.0140*	*33.2*	*10.2*	*16.2*	*15.0*	*32.1*	*13.2*	*415,442*	*58,551*	*31,925*	*79,072*	*21,716*	*103,992*	*10,606*
SUBURBAN TOTAL	64.4	.0268	32.3	9.2	16.2	19.8	25.8	22.5	134,025	32,626	13,097	11,411	2,788	21,927	3,581
OTHER COUNTIES															
Arkansas	23.0	.0096	33.9	9.8	15.4	17.8	30.5	8.7	102,522	27,671	5,393	12,794	3,828	14,696	2,750
Ashley	26.4	.0109	32.1	9.3	14.9	18.8	26.9	9.2	78,076	20,568	4,132	11,297	2,791	17,994	3,679
Baxter	32.2	.0134	47.2	6.0	11.3	15.4	47.5	13.3	131,074	31,186	8,893	19,828	8,545	21,502	6,607

ARKANSAS-
LITTLE ROCK/NORTH LITTLE ROCK MSA DEMOGRAPHICS

Which Newspaper Delivers Consumer Buying Power?

(HOUSEHOLD INCOME)

	Arkansas Democrat Reader Profile	**Arkansas Gazette** Reader Profile
Under $10,000	13,000	21,000
$10,000 to $50,000	101,000	101,000
Over $50,000	22,000	24,000
Median Household Income	$26,548	$24,209

The Choice is Clear

For more Demographic data contact Dick E. Browning, National Advertising Manager (501) 378-3447

Arkansas Democrat

Figures taken from continuing market survey conducted by Belden and Associates of Dallas in November, 1985
Representative Nationally by Branham Newspaper Sales

ARK. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Benton	91.4	.0380	35.4	9.8	14.6	18.1	32.4	34.2	354,535	87,343	22,534	49,561	20,408	73,531	7,264
Boone	29.3	.0121	35.8	9.2	14.9	18.3	32.7	11.2	154,823	37,214	11,916	23,914	6,394	33,404	5,641
Bradley	13.8	.0058	37.0	9.0	12.4	17.2	35.3	5.2	44,466	13,203	2,188	3,933	1,050	7,158	2,284
Calhoun	6.1	.0025	34.9	11.3	13.0	17.2	32.6	2.2	11,821	4,130	347	141	381	1,777	421
Carroll	18.0	.0075	39.2	7.7	14.1	18.2	37.3	7.4	81,544	25,218	7,850	6,954	2,307	10,842	1,756
Chicot	17.3	.0072	31.0	9.6	12.5	14.8	30.2	5.8	52,761	16,665	2,926	2,675	576	11,286	2,162
Clark	23.3	.0096	31.6	17.3	14.2	16.0	29.2	8.1	125,120	22,953	10,951	18,333	2,450	32,979	3,714
Clay	20.5	.0085	38.2	8.2	12.6	18.5	35.9	7.9	46,940	14,502	2,976	7,004	952	8,286	2,964
Cleburne	20.1	.0084	39.6	8.0	12.0	19.6	36.8	7.7	62,760	10,853	3,223	11,034	1,901	16,399	1,510
Cleveland	8.1	.0034	35.0	8.5	14.2	19.3	30.7	2.9	6,136	1,424	383		136	337	372
Columbia	26.8	.0111	33.8	12.6	13.3	17.0	31.3	9.7	109,308	23,939	8,385	19,414	8,266	15,881	4,005
Conway	20.2	.0084	33.7	9.6	13.8	17.5	30.7	7.1	127,624	26,982	5,535	18,146	3,802	39,424	2,596
Craighead	66.0	.0274	30.7	14.8	16.9	18.5	24.3	23.7	405,767	79,494	41,001	68,105	17,484	69,438	14,027
☐ Crittenden	49.9	.0207	28.5	10.9	15.5	17.6	22.3	16.5	377,390	61,894	20,715	26,646	9,913	73,284	10,375
• West Memphis	27.7	.0115	29.0	11.2	17.0	18.7	21.1	9.6	287,840	49,429	18,608	25,257	7,664	68,321	8,980
Cross	20.3	.0084	30.3	10.0	15.0	17.2	25.8	6.8	75,652	24,722	4,429	10,849	1,632	11,993	1,380
Dallas	10.8	.0045	34.7	9.0	14.1	17.0	32.6	4.0	40,680	9,661	2,108	6,580	1,565	8,750	1,140
Desha	19.4	.0080	30.0	10.4	14.6	15.4	27.3	6.6	136,239	27,188	4,044	20,214	2,986	54,896	2,459
Drew	18.3	.0076	30.9	13.2	15.2	17.4	26.3	6.4	60,926	13,669	4,063	8,590	2,167	12,541	1,808
Franklin	16.3	.0068	34.5	9.5	14.3	18.3	31.0	5.9	41,785	12,062	3,546	4,934	913	8,178	1,642
Fulton	10.8	.0045	39.4	7.4	13.1	17.2	38.1	4.4	21,810	6,911	1,749	1,936	1,283	2,007	1,487
Garland	76.7	.0318	38.9	8.6	14.0	17.3	37.6	31.5	437,981	85,032	52,242	76,329	14,644	86,657	12,421
Grant	13.9	.0058	33.9	9.3	15.0	21.6	26.6	4.9	32,680	8,334	2,151	5,685	438	4,174	1,827
Greene	32.2	.0134	33.9	9.8	15.5	19.1	29.2	12.0	124,411	24,180	10,864	20,454	6,087	20,991	4,360
Hempstead	24.5	.0102	35.0	9.0	13.8	18.0	32.0	8.7	79,014	24,092	5,793	9,674	2,419	12,664	2,352
Hot Spring	28.1	.0116	34.2	9.2	15.3	18.7	30.2	10.4	95,080	19,641	6,494	11,579	2,742	23,433	2,184
Howard	14.0	.0058	34.9	8.9	14.1	16.8	33.0	5.1	66,523	14,125	2,673	10,763	2,186	19,257	2,234
Independence	32.6	.0136	33.6	10.0	15.7	19.2	28.6	11.8	115,835	28,799	7,115	16,575	4,878	22,260	3,259
Izard	11.9	.0049	44.3	6.5	11.9	15.8	44.9	4.7	33,006	11,296	665	1,349	385	9,858	1,457
Jackson	21.1	.0088	34.2	9.3	14.6	18.0	30.9	7.8	94,455	24,618	8,551	10,306	3,086	16,858	3,413
Johnson	18.9	.0079	35.8	9.7	13.7	17.3	33.7	7.0	59,155	16,761	2,703	6,887	2,583	16,961	1,743
Lafayette	10.1	.0042	34.5	8.4	13.0	16.5	32.8	3.7	27,418	10,293	872	1,733	990	3,012	1,258
Lawrence	18.9	.0078	35.6	10.0	13.8	17.9	32.8	7.2	72,503	15,211	3,794	5,818	2,340	22,476	2,653
Lee	15.4	.0064	30.4	9.1	12.3	15.2	29.2	5.1	36,034	10,895	2,724	2,490	883	6,627	2,274
Lincoln	13.2	.0055	31.6	11.8	18.4	17.9	25.9	3.7	25,213	8,355	284	603	275	8,163	932
Little River	14.8	.0062	31.7	9.4	15.2	18.3	26.7	5.0	37,057	11,278	1,488	4,498	710	11,567	1,157
Logan	21.3	.0088	35.4	8.6	13.6	17.7	32.9	7.5	66,780	13,386	4,322	9,882	1,807	24,393	2,306
Madison	12.1	.0050	35.6	8.2	14.9	18.4	32.3	4.5	29,280	8,458	1,752	4,027	1,732	2,620	913
Marion	13.4	.0056	40.1	6.7	12.6	16.9	39.5	5.1	12,348	7,146	799	158	165	956	513
Mississippi	58.2	.0242	29.0	12.1	16.0	16.6	23.8	19.6	222,526	46,586	15,504	39,187	7,896	54,183	7,651
Monroe	12.7	.0052	33.2	9.1	12.8	15.8	31.9	4.6	57,883	13,720	5,714	8,465	1,536	9,242	1,362
Montgomery	8.4	.0035	38.9	8.2	13.3	18.7	36.5	3.3	16,821	4,625	1,523	1,123	513	2,503	350
Nevada	10.9	.0046	35.3	8.9	13.5	15.9	34.3	3.8	31,709	9,247	1,293	3,133	1,956	7,695	1,120
Newton	8.3	.0034	33.3	8.6	16.0	18.9	28.4	2.9	6,200	2,599	776		132	200	212
Ouachita	32.7	.0136	35.0	9.3	14.5	17.1	32.8	12.2	183,266	45,623	12,297	21,153	8,583	40,316	6,812
Perry	8.2	.0034	34.4	8.1	14.3	18.6	30.6	2.8	9,576	4,244	450		118	726	388
Phillips	33.0	.0137	29.9	9.6	12.9	15.9	27.6	11.1	150,167	38,240	6,613	16,813	4,598	43,821	5,616
Pike	10.9	.0045	35.6	9.3	14.0	18.4	32.3	4.1	30,874	10,479	980	2,105	716	5,581	1,251
Poinsett	26.1	.0109	32.9	9.6	14.8	18.8	28.1	9.2	79,443	17,218	5,180	8,744	2,839	11,945	6,208
Polk	18.3	.0076	37.6	7.9	12.5	18.6	34.9	6.6	66,632	17,328	3,721	10,697	2,289	15,767	2,318
Pope	43.2	.0179	31.6	12.9	16.0	19.2	25.3	15.7	280,771	55,184	22,601	36,506	11,308	77,401	7,484
Prairie	9.6	.0040	34.5	9.4	13.8	18.2	31.1	3.7	28,586	5,999	1,510	447	558	8,076	1,590
Randolph	16.9	.0070	35.1	8.8	13.8	18.6	31.5	6.3	38,906	13,044	2,507	3,089	1,841	7,972	1,171
St. Francis	30.1	.0125	29.1	9.9	14.7	16.3	25.1	9.8	131,285	28,122	9,773	13,251	4,919	16,616	4,195
Scott	10.1	.0042	37.2	8.3	12.6	20.2	33.0	3.9	22,229	3,671	1,846	6,077	789	4,815	1,396
Searcy	9.1	.0038	37.2	7.9	13.8	18.1	34.7	3.6	17,036	4,601	932	1,295	558	2,238	1,178
Sevier	14.8	.0062	34.7	8.6	14.5	18.9	30.8	5.5	39,282	4,166	3,092	8,503	543	6,885	3,005
Sharp	16.6	.0068	42.6	7.4	11.4	15.3	42.9	6.5	26,955	6,161	2,631	3,965	2,541	3,428	759
Stone	9.6	.0040	36.4	7.8	14.4	19.9	32.0	3.5	27,473	5,839	1,864	3,614	598	9,317	449
Union	49.6	.0206	34.4	9.6	14.9	17.0	32.2	18.3	240,138	55,688	16,938	16,765	12,755	55,973	9,443
Van Buren	15.5	.0065	40.0	6.9	12.6	17.2	38.9	6.0	40,864	13,023	2,459	985	1,289	12,068	1,574
White	54.1	.0225	32.4	13.1	14.2	18.4	28.0	19.0	228,454	47,826	15,864	19,920	7,236	79,137	7,464
Woodruff	10.5	.0044	32.8	9.2	14.0	15.2	31.8	3.8	28,442	7,414	959	927	829	7,287	1,687
Yell	18.0	.0074	36.6	8.8	13.7	18.7	33.5	6.7	42,550	6,582	2,835	5,270	968	7,586	2,387
TOTAL METRO COUNTIES	**934.7**	**.3879**	**30.7**	**12.3**	**17.7**	**18.3**	**24.1**	**338.2**	**5,209,589**	**1,064,649**	**463,788**	**724,388**	**235,234**	**1,092,596**	**128,581**
TOTAL STATE	**2,401.6**	**.9972**	**32.7**	**10.8**	**15.6**	**17.9**	**28.6**	**874.8**	**11,074,799**	**2,411,336**	**877,508**	**1,481,468**	**453,309**	**2,369,600**	**324,575**

ARK.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
FAYETTEVILLE - SPRINGDALE	**1,007,529**	**18,179**	**29.9**	**27.1**	**10.5**	**7.6**	**.0403**
Washington	1,007,529	18,179	29.9	27.1	10.5	7.6	.0403
• Fayetteville	350,878	15,985	29.5	21.5	10.0	8.8	.0172
• Springdale	258,515	20,969	28.2	32.3	13.2	7.1	.0112
SUBURBAN TOTAL	398,136	18,254	31.4	28.8	9.2	6.8	.0119

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
FORT SMITH	**1,732,278**	**19,005**	**28.5**	**27.5**	**11.9**	**7.9**	**.0643**
Crawford	360,762	19,431	27.8	30.8	11.5	6.1	.0121
Sebastian	1,137,633	20,593	27.4	27.8	13.8	9.9	.0431
• Fort Smith	895,680	20,669	27.2	27.0	13.9	10.9	.0360
Sequoyah, Okla.	*233,883*	*14,245*	*32.8*	*22.6*	*6.6*	*3.4*	*.0091*

ARK. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
SUBURBAN TOTAL	836,598	17,722	29.4	28.0	10.3	5.4	.0283
LITTLE ROCK - NORTH LITTLE ROCK	**5,595,916**	**22,587**	**25.2**	**28.5**	**15.6**	**11.8**	**.2048**
Faulkner	513,653	20,727	26.8	28.4	14.3	9.1	.0183
Lonoke	304,757	17,571	27.7	26.9	11.5	5.5	.0112
Pulaski	4,239,209	23,347	24.8	28.2	16.0	13.4	.1576
• Jacksonville	283,845	22,228	31.8	34.0	14.6	8.3	.0107
• Little Rock	2,209,573	23,134	24.8	26.9	15.1	15.0	.0851
• North Little Rock	783,972	23,010	23.6	27.6	15.4	13.7	.0335
Saline	538,297	22,969	24.4	32.2	17.3	7.1	.0177
SUBURBAN TOTAL	2,318,526	22,093	25.3	29.5	16.2	9.0	.0755
PINE BLUFF	**751,574**	**17,645**	**25.2**	**24.5**	**12.3**	**8.2**	**.0300**
Jefferson	751,574	17,645	25.2	24.5	12.3	8.2	.0300
• Pine Bluff	533,059	16,653	25.5	23.3	11.4	8.1	.0233
SUBURBAN TOTAL	218,515	20,530	24.4	27.7	14.9	8.4	.0067
TEXARKANA	**1,120,252**	**19,043**	**25.4**	**27.0**	**13.0**	**7.8**	**.0456**
Miller	365,841	19,391	24.5	27.4	13.2	8.0	.0137
• Texarkana	214,872	18,620	25.5	26.9	12.2	7.8	.0095
Bowie, Tex.	*754,411*	*18,890*	*25.9*	*26.7*	*12.9*	*7.7*	*.0319*
• Texarkana	*314,886*	*17,134*	*27.2*	*24.2*	*10.9*	*7.6*	*.0174*
SUBURBAN TOTAL	590,494	20,486	24.3	28.6	14.5	8.0	.0187
OTHER COUNTIES							
Arkansas	199,430	15,700	29.3	22.9	8.9	7.1	.0079
Ashley	227,681	18,884	21.2	26.5	14.2	7.5	.0077
Baxter	325,736	18,365	34.3	29.3	10.2	5.7	.0115
Benton	942,762	20,881	28.9	31.3	12.7	8.5	.0330
Boone	243,029	15,317	33.7	23.1	7.7	5.4	.0100
Bradley	107,620	15,000	25.8	24.6	8.9	4.1	.0042
Calhoun	48,709	15,981	24.5	26.6	9.8	4.8	.0015
Carroll	152,455	15,304	34.0	23.4	7.5	4.5	.0061
Chicot	104,691	11,116	27.2	16.5	5.1	5.3	.0043
Clark	185,513	15,194	27.7	24.1	9.8	4.9	.0080
Clay	150,260	13,102	33.1	20.2	5.9	3.2	.0054
Cleburne	170,746	16,196	32.1	24.7	7.8	6.1	.0061

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Cleveland	63,910	15,867	27.6	24.4	12.4	4.1	.0019
Columbia	272,756	19,054	24.9	24.4	12.9	10.6	.0094
Conway	170,195	17,591	25.8	25.9	11.2	7.3	.0075
Craighead	599,150	18,237	30.1	27.7	10.4	6.9	.0249
☐ Crittenden	371,915	15,606	26.5	23.3	11.0	5.6	.0188
• West Memphis	235,862	17,970	25.7	26.6	12.5	6.2	.0127
Cross	149,243	15,393	30.7	24.6	7.7	4.8	.0061
Dallas	96,612	17,028	29.4	26.9	9.0	6.0	.0035
Desha	143,244	13,538	27.5	18.5	10.5	5.8	.0070
Drew	156,555	17,319	27.5	23.1	13.5	6.7	.0056
Franklin	142,329	18,587	29.4	29.2	10.8	6.1	.0049
Fulton	71,391	12,323	37.0	17.7	3.5	1.5	.0026
Garland	841,150	18,647	27.6	25.8	12.0	9.1	.0307
Grant	122,420	19,688	23.2	29.6	13.1	6.5	.0041
Greene	295,133	18,497	29.1	28.0	11.8	5.9	.0107
Hempstead	189,314	15,519	27.8	25.6	10.2	4.5	.0071
Hot Spring	251,667	18,264	26.9	26.4	13.5	5.7	.0088
Howard	112,440	16,218	28.4	26.3	9.3	4.4	.0047
Independence	271,479	17,293	30.7	27.2	10.4	5.1	.0099
Izard	85,652	13,209	33.0	21.6	5.3	3.1	.0034
Jackson	163,575	14,543	31.0	21.4	7.3	5.2	.0066
Johnson	146,211	14,752	32.6	23.5	6.7	4.1	.0055
Lafayette	79,374	14,432	25.4	20.5	10.2	6.7	.0028
Lawrence	142,158	13,955	31.4	22.0	6.6	3.8	.0057
Lee	86,633	10,714	28.1	15.6	5.5	3.4	.0036
Lincoln	78,364	13,983	29.2	20.8	8.4	3.8	.0030
Little River	131,755	18,812	22.6	24.7	11.8	11.2	.0044
Logan	169,969	15,756	31.7	22.7	9.3	6.0	.0063
Madison	82,101	13,976	34.0	23.5	5.4	2.0	.0031
Marion	107,407	14,712	32.6	22.8	7.0	5.6	.0034
Mississippi	438,808	15,834	32.1	24.0	8.7	5.1	.0175
Monroe	80,196	11,299	26.9	17.6	5.7	4.0	.0037
Montgomery	63,055	14,205	33.5	23.3	6.3	2.8	.0022
Nevada	71,907	13,144	31.9	20.4	6.8	2.8	.0028

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ARK. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Newton	42,957	10,906	33.7	16.0	3.8	1.1	.0016
Ouachita	287,089	16,704	26.8	23.2	11.9	6.9	.0118
Perry	58,726	15,893	30.1	27.5	9.1	2.8	.0020
Phillips	212,692	11,886	24.9	19.1	7.9	4.4	.0097
Pike	70,345	12,341	33.3	18.9	5.3	2.4	.0028
Poinsett	193,980	14,748	31.9	22.6	6.3	5.4	.0074
Polk	132,086	13,466	33.6	19.4	5.9	3.8	.0053
Pope	365,483	16,716	29.9	25.4	10.0	5.8	.0162
Prairie	54,338	12,021	31.3	18.6	4.2	3.5	.0025
Randolph	128,535	14,819	32.5	24.2	6.8	4.0	.0045
St. Francis	203,869	13,600	26.7	22.6	7.4	5.2	.0091
Scott	74,023	13,239	34.5	20.8	5.3	3.3	.0027
Searcy	49,236	9,574	30.7	12.1	3.6	1.4	.0019
Sevier	122,916	17,008	27.2	26.6	11.6	5.0	.0042
Sharp	128,024	14,058	35.8	20.7	5.1	4.5	.0043
Stone	58,796	11,407	32.0	15.1	6.8	2.3	.0024
Union	436,438	16,606	25.7	23.9	11.5	6.9	.0171
Van Buren	101,134	12,791	34.9	19.4	4.6	2.0	.0039
White	427,498	16,089	30.0	25.4	9.3	5.0	.0170
Woodruff	68,325	11,077	29.0	20.1	4.1	3.6	.0029
Yell	143,885	15,627	31.7	24.4	8.0	4.8	.0049
TOTAL METRO COUNTIES	**9,891,170**	**20,741**	**26.2**	**27.7**	**14.0**	**10.0**	**.3628**
TOTAL STATE	**21,696,330**	**17,625**	**28.4**	**25.5**	**11.1**	**7.4**	**.8251**

CALIFORNIA

CAL.
S&MM ESTIMATES

POPULATION—12/31/85

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
ANAHEIM - SANTA ANA	**2,124.0**	**.8819**	**31.4**	**12.9**	**19.1**	**21.2**	**21.8**	**755.0**
Orange	2,124.0	.8819	31.4	12.9	19.1	21.2	21.8	755.0
• Anaheim	238.6	.0991	30.7	14.2	19.6	19.5	22.1	87.1
Buena Park	66.4	.0276	30.1	14.2	17.6	21.4	20.0	22.2
Costa Mesa	87.4	.0363	30.9	16.4	23.1	19.2	21.3	34.7
Cypress	42.5	.0176	31.0	12.1	14.9	27.4	16.7	13.3
Fountain Valley	56.1	.0233	31.2	9.7	15.5	29.3	14.8	16.5
Fullerton	109.0	.0453	31.5	15.3	19.1	19.5	23.7	40.5
Garden Grove	131.9	.0548	30.7	13.4	18.2	20.1	22.1	45.0
Huntington Beach	183.1	.0760	30.6	13.1	20.6	23.1	17.7	65.9
Irvine	84.7	.0352	30.3	11.3	23.9	25.4	13.4	29.8
La Habra	48.2	.0200	31.6	13.8	17.8	19.2	24.8	17.7
Newport Beach	67.1	.0279	37.6	12.4	18.0	23.3	31.1	29.8
Orange	99.1	.0411	31.1	12.8	18.4	21.4	21.5	34.4
• Santa Ana	226.4	.0940	28.1	14.7	21.3	16.8	18.5	71.4
Westminster	74.5	.0309	31.4	12.1	17.4	22.1	21.6	25.4
SUBURBAN TOTAL	1,639.0	.6808	32.0	12.4	18.7	22.1	22.2	596.5
BAKERSFIELD	**475.8**	**.1976**	**30.3**	**11.8**	**17.6**	**18.2**	**23.6**	**169.5**
Kern	475.8	.1976	30.3	11.8	17.6	18.2	23.6	169.5
• Bakersfield	142.8	.0593	29.8	12.8	20.6	17.6	21.7	54.2
SUBURBAN TOTAL	333.0	.1383	30.6	11.3	16.3	18.4	24.4	115.3
CHICO	**166.7**	**.0692**	**33.2**	**14.5**	**17.2**	**15.6**	**31.3**	**67.4**
Butte	166.7	.0692	33.2	14.5	17.2	15.6	31.3	67.4
• Chico	30.8	.0128	24.9	34.2	20.3	11.4	17.9	12.5
SUBURBAN TOTAL	135.9	.0564	35.7	10.1	16.5	16.4	34.4	54.9
FRESNO	**578.8**	**.2403**	**30.3**	**12.6**	**18.2**	**17.8**	**23.7**	**207.2**
Fresno	578.8	.2403	30.3	12.6	18.2	17.8	23.7	207.2
• Fresno	280.2	.1163	29.9	13.9	20.3	16.1	23.7	107.5
SUBURBAN TOTAL	298.6	.1240	30.8	11.3	16.3	19.4	23.7	99.7

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANAHEIM - SANTA ANA	**15,352,829**	**2,829,803**	**1,824,914**	**1,828,476**	**825,230**	**3,600,576**	**454,459**
Orange	15,352,829	2,829,803	1,824,914	1,828,476	825,230	3,600,576	454,459
• Anaheim	1,776,605	330,393	279,948	221,045	130,782	331,156	53,481
Buena Park	650,811	100,406	49,620	87,982	18,970	219,746	29,986
Costa Mesa	1,400,325	130,851	110,095	214,919	69,676	429,614	14,779
Cypress	157,584	43,613	23,643	13,547	5,532	33,652	5,808
Fountain Valley	338,298	103,093	34,920	60,640	23,439	16,033	12,069
Fullerton	799,911	148,918	95,528	120,904	28,695	220,438	28,775
Garden Grove	807,705	198,897	94,165	57,861	34,453	211,838	27,605
Huntington Beach	1,183,465	223,768	115,182	171,585	84,597	260,242	37,526
Irvine	562,767	115,036	76,467	3,279	10,494	259,170	17,367
La Habra	304,293	50,165	35,601	29,281	23,517	71,350	17,651
Newport Beach	812,014	107,984	156,276	97,530	18,361	214,678	18,941
Orange	984,229	133,455	111,975	139,869	56,723	217,162	24,524
• Santa Ana	1,578,004	285,582	157,653	129,542	116,271	458,436	43,645
Westminster	682,920	116,066	43,082	116,845	44,350	184,200	13,185
SUBURBAN TOTAL	11,998,220	2,213,828	1,387,313	1,477,889	578,177	2,810,984	357,333
BAKERSFIELD	**2,676,721**	**620,314**	**278,631**	**253,242**	**128,177**	**606,436**	**90,703**
Kern	2,676,721	620,314	278,631	253,242	128,177	606,436	90,703
• Bakersfield	1,462,078	213,980	143,190	203,907	94,324	443,057	54,699
SUBURBAN TOTAL	1,214,643	406,334	135,441	49,335	33,853	163,379	36,004
CHICO	**929,536**	**250,530**	**91,207**	**96,499**	**40,120**	**171,040**	**51,368**
Butte	929,536	250,530	91,207	96,499	40,120	171,040	51,368
• Chico	395,025	97,466	49,062	18,444	25,450	84,107	13,230
SUBURBAN TOTAL	534,511	153,064	42,145	78,055	14,670	86,933	38,138
FRESNO	**3,071,465**	**655,537**	**267,519**	**339,962**	**155,910**	**727,178**	**151,982**
Fresno	3,071,465	655,537	267,519	339,962	155,910	727,178	151,982
• Fresno	1,977,194	336,497	169,795	314,443	117,623	452,890	93,514
SUBURBAN TOTAL	1,094,271	319,040	97,724	25,519	38,287	274,268	58,468

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Source: Simmons 1983 National Study of Local Newspaper Ratings California State Department of Finance Population Research Unit

The Fresno Bee

The Fresno Bee delivers readers. Readers deliver results.

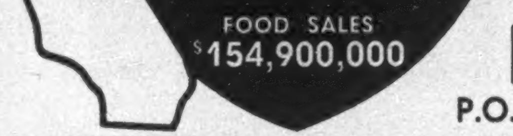
CAL. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
LOS ANGELES - LONG BEACH	**8,091.4**	**3.3597**	**31.6**	**12.3**	**19.0**	**19.4**	**24.2**	**2,963.5**	**50,985,808**	**10,009,126**	**5,531,501**	**5,670,080**	**3,137,667**	**11,440,094**	**1,710,931**
Los Angeles	8,091.4	3.3597	31.6	12.3	19.0	19.4	24.2	2,963.5	50,985,808	10,009,126	5,531,501	5,670,080	3,137,667	11,440,094	1,710,931
Alhambra	71.1	.0295	33.6	11.8	19.8	16.4	30.8	28.7	503,243	57,803	31,558	47,731	28,050	243,906	13,433
Arcadia	48.6	.0202	39.6	9.5	12.0	23.1	34.5	18.9	519,310	99,969	64,711	123,067	19,846	55,531	22,892
Baldwin Park	59.2	.0246	26.0	12.5	18.4	17.1	16.4	16.3	131,888	36,605	12,667	8,450	3,767	24,575	4,770
Bellflower	58.2	.0242	31.8	14.7	18.7	17.0	27.1	23.6	409,635	83,568	33,129	32,957	20,481	118,769	14,228
• Burbank	89.3	.0371	37.1	10.2	17.0	20.2	33.0	37.8	605,669	147,757	82,024	22,330	38,260	135,843	29,543
Carson	87.0	.0361	29.5	11.3	16.0	23.2	18.0	24.5	573,908	98,098	29,430	114,299	20,631	161,539	10,549
Cerritos	56.6	.0235	29.9	7.8	18.5	29.3	11.3	15.7	796,436	92,716	43,071	256,713	36,134	178,052	15,048
Compton	90.1	.0374	24.2	14.1	16.0	17.9	14.5	23.3	235,635	55,353	18,521	9,365	2,851	69,389	16,629
Downey	85.4	.0355	35.6	12.0	16.4	19.5	31.3	33.9	936,664	112,766	64,972	110,940	38,781	437,528	21,110
El Monte	92.5	.0384	26.5	13.9	18.4	15.8	18.6	28.1	566,901	99,883	38,590	44,169	18,414	250,119	15,821
Gardena	49.0	.0203	32.7	11.7	19.4	20.3	25.2	18.5	484,458	134,826	39,839	54,706	12,933	125,861	19,746
Glendale	152.0	.0631	37.3	10.3	17.3	20.0	33.3	65.2	1,232,084	198,724	110,634	154,421	80,518	377,937	28,100
Hawthorne	59.4	.0247	31.6	13.4	20.8	19.8	23.0	24.3	388,603	72,111	34,242	63,186	29,309	46,989	24,036
Huntington Park	51.6	.0214	26.9	14.1	19.6	15.5	18.6	16.8	259,762	63,243	16,753	8,182	19,321	73,353	12,335
Inglewood	101.3	.0421	29.5	12.7	23.4	18.5	18.7	39.1	554,782	91,267	52,693	42,224	27,281	200,941	36,888
Lakewood	76.4	.0317	32.6	10.8	18.4	20.2	25.3	26.4	621,892	123,15[illegible]	55,187	131,018	24,064	123,958	16,486
La Mirada	42.0	.0174	31.3	14.7	14.0	22.4	22.5	12.4	249,828	62,397	24,568	43,850	6,555	22,378	5,907
Lancaster	56.8	.0236	31.8	11.0	16.6	20.6	24.1	20.7	511,184	74,162	34,385	107,027	30,452	129,691	26,100
• Long Beach	389.4	.1617	32.8	13.0	20.2	16.1	29.4	163.5	2,128,999	438,961	279,570	144,781	125,883	515,441	67,932
• Los Angeles	3,210.6	1.3331	32.1	12.7	20.0	19.3	24.8	1,229.9	19,672,251	4,001,080	2,386,775	1,989,613	1,394,114	3,634,605	670,725
Lynwood	54.2	.0225	25.9	11.9	19.6	16.1	16.1	15.7	192,765	80,149	12,815	32,905	7,133	6,453	11,230
Montebello	57.8	.0240	31.6	12.9	17.4	17.9	26.2	19.6	308,381	70,791	37,550	21,154	22,346	62,263	19,847
Monterey Park	59.9	.0249	32.9	12.0	18.1	19.7	26.4	20.3	299,021	85,387	41,776	11,564	10,927	66,471	17,266
Norwalk	89.2	.0370	28.6	13.0	18.1	18.2	20.1	26.4	439,977	87,861	34,804	30,344	12,873	166,331	16,821
• Pasadena	129.1	.0536	33.3	12.2	19.9	17.2	29.4	51.6	1,201,016	169,948	124,224	230,568	69,862	301,584	29,855
Pico Rivera	57.6	.0239	28.9	12.4	15.7	18.3	22.1	16.6	207,877	77,225	27,828	29,290	3,919	7,980	9,071
• Pomona	109.7	.0456	27.8	14.0	19.3	15.7	20.4	36.0	620,536	100,058	59,381	89,382	23,575	199,940	19,454
Redondo Beach	62.7	.0260	31.3	13.9	27.6	20.2	19.5	27.2	370,227	102,296	72,344	54,781	40,003	6,844	9,981
Rosemead	47.0	.0195	29.0	11.9	17.7	17.1	22.4	14.5	226,921	42,831	23,512	47,583	10,926	28,292	6,739
Santa Monica	94.3	.0392	35.3	10.5	25.1	18.7	31.7	47.1	1,237,651	95,755	151,868	99,885	89,571	447,623	34,093
South Gate	78.2	.0325	29.5	11.4	18.0	16.4	23.6	26.9	306,905	78,503	18,698	15,819	10,884	97,693	18,450
Torrance	137.6	.0571	34.7	11.5	17.2	23.4	26.1	52.7	1,687,512	241,311	147,154	327,033	143,910	373,554	38,970
West Covina	92.3	.0383	30.4	12.9	19.2	21.1	20.1	30.5	764,992	113,280	66,378	131,348	60,984	215,949	24,154
Whittier	71.6	.0297	34.0	12.5	17.4	16.3	32.0	28.2	650,405	99,273	39,699	80,267	43,901	243,613	16,240
SUBURBAN TOTAL	4,163.3	1.7286	31.1	11.9	18.1	20.0	23.0	1,444.7	26,757,337	5,151,322	2,599,527	3,193,406	1,485,973	6,652,681	893,422
LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA	***12,720.8***	***5.2819***	***31.5***	***12.2***	***18.8***	***19.5***	***22.9***	***4,604.1***	***79,899,654***	***15,873,181***	***8,682,815***	***9,171,556***	***4,567,261***	***18,172,745***	***2,608,720***
MERCED	**163.2**	**.0678**	**28.7**	**12.8**	**17.6**	**17.8**	**21.2**	**54.4**	**770,548**	**154,900**	**68,748**	**88,170**	**23,400**	**189,695**	**37,490**
Merced	163.2	.0678	28.7	12.8	17.6	17.8	21.2	54.4	770,548	154,900	68,748	88,170	23,400	189,695	37,490
• Merced	48.0	.0199	28.6	14.1	19.6	16.5	20.9	17.7	467,811	71,744	32,627	75,863	17,666	143,275	24,873
SUBURBAN TOTAL	115.2	.0479	28.8	12.3	16.6	18.4	21.3	36.7	302,737	83,156	36,121	12,307	5,734	46,420	12,617
MODESTO	**306.1**	**.1271**	**31.2**	**11.4**	**17.6**	**18.5**	**24.8**	**107.7**	**1,700,566**	**390,679**	**145,153**	**209,835**	**105,883**	**315,552**	**87,652**
Stanislaus	306.1	.1271	31.2	11.4	17.6	18.5	24.8	107.7	1,700,566	390,679	145,153	209,835	105,883	315,552	87,652
• Modesto	129.0	.0536	30.5	11.4	20.4	18.8	22.1	46.9	1,081,322	208,249	91,020	183,918	74,455	205,686	52,040
• Turlock	32.8	.0136	30.3	14.0	19.2	15.6	25.3	12.4	230,049	63,093	22,228	8,624	17,337	50,649	17,033
SUBURBAN TOTAL	144.3	.0599	32.3	10.8	14.9	18.8	27.1	48.4	389,195	119,337	31,905	17,293	14,091	59,217	18,579

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.



IN THE HEART OF CALIFORNIA IS A *NEW* MSA:

MERCED

★Largest per capita businesses expansion in state
★National top-ten agriculture county
★Retail sales: $770 million ★Food: $155 million
★Sun-Star covers county 43%, city zone 76%

MERCED SUN-STAR

P.O. Box 739 • Merced, CA 95341 • 209/722-1511

CAL. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
OAKLAND	**1,903.2**	**.7903**	**32.4**	**11.7**	**19.5**	**20.6**	**24.4**	**736.1**	**12,671,975**	**2,511,870**	**1,212,564**	**1,583,454**	**674,471**	**2,869,429**	**497,799**
Alameda	1,184.5	.4919	32.1	12.5	20.5	19.7	24.4	464.1	7,951,537	1,505,568	830,657	927,332	409,584	1,855,157	296,911
Alameda	73.9	.0307	33.4	13.2	20.9	19.0	27.7	31.2	687,027	98,393	57,219	211,720	22,991	108,812	27,689
• Berkeley	106.3	.0441	30.6	21.9	25.4	17.4	21.4	47.0	808,381	148,447	106,511	5,320	68,269	144,794	23,418
Fremont	149.6	.0621	29.9	12.8	19.8	23.2	16.7	51.1	964,615	188,824	81,170	133,091	41,918	274,282	33,236
Hayward	100.4	.0417	31.3	13.7	19.6	18.3	24.5	37.6	842,616	143,401	74,631	86,306	36,876	317,496	34,445
• Livermore	52.2	.0217	30.1	10.2	19.2	24.2	16.3	17.8	273,125	76,141	23,325	3,835	9,384	82,128	16,893
• Oakland	355.3	.1475	32.7	11.3	21.5	17.6	27.4	151.2	2,148,461	416,421	246,755	155,271	113,376	533,081	76,866
San Leandro	66.2	.0275	40.8	10.0	15.4	17.9	39.2	28.5	686,867	107,958	55,835	167,748	38,509	132,267	20,696
Contra Costa	718.7	.2984	33.0	10.3	18.1	22.0	24.3	272.0	4,720,438	1,006,302	381,907	656,122	264,887	1,014,272	200,888
Antioch	47.9	.0199	29.5	10.9	20.5	19.6	19.0	17.2	301,635	64,450	27,902	56,388	6,093	65,401	15,379
Concord	106.1	.0441	31.2	12.1	20.1	21.5	20.8	40.3	1,070,295	149,361	75,869	191,811	80,958	325,302	33,268
Richmond	77.9	.0323	31.7	11.2	18.4	17.9	26.0	30.0	469,776	74,191	23,117	101,893	32,770	102,980	5,135
Walnut Creek	59.1	.0245	40.5	8.5	14.3	22.1	36.8	26.6	783,942	106,665	48,586	95,158	33,547	287,027	26,303
SUBURBAN TOTAL	1,389.4	.5770	32.6	11.0	18.8	21.4	24.1	520.1	9,442,008	1,870,861	835,973	1,419,028	483,442	2,109,426	380,625
OXNARD - VENTURA	**609.0**	**.2529**	**30.4**	**11.3**	**18.4**	**20.7**	**20.8**	**200.5**	**3,229,516**	**677,727**	**264,565**	**431,844**	**132,200**	**850,164**	**113,259**
Ventura	609.0	.2529	30.4	11.3	18.4	20.7	20.8	200.5	3,229,516	677,727	264,565	431,844	132,200	850,164	113,259
• Oxnard	126.4	.0525	27.9	13.3	19.0	17.7	18.8	39.0	653,016	115,060	53,047	111,517	28,514	174,237	20,931
Simi Valley	88.0	.0365	28.0	10.4	19.2	24.2	12.2	25.2	391,953	122,578	35,661	72,575	12,442	45,805	17,499
Thousand Oaks	96.1	.0399	31.2	10.5	18.3	25.4	17.6	32.3	788,969	133,374	58,395	108,793	31,939	264,578	26,242
• Ventura	86.5	.0359	33.2	10.9	18.8	19.2	27.5	34.3	761,364	111,256	59,108	118,456	40,278	262,284	17,045
SUBURBAN TOTAL	396.1	.1645	30.6	10.8	18.1	22.0	20.0	127.2	1,815,136	451,411	152,410	201,871	63,408	413,643	75,283
REDDING	**131.7**	**.0547**	**32.9**	**9.9**	**17.3**	**20.2**	**26.1**	**49.4**	**770,176**	**184,543**	**61,834**	**76,857**	**25,220**	**141,980**	**49,348**
Shasta	131.7	.0547	32.9	9.9	17.3	20.2	26.1	49.4	770,176	184,543	61,834	76,857	25,220	141,980	49,348
• Redding	49.2	.0204	32.2	12.3	18.5	18.7	26.1	19.8	551,771	87,031	45,817	70,456	22,512	122,711	39,572
SUBURBAN TOTAL	82.5	.0343	33.4	8.4	16.7	21.2	26.1	29.6	218,405	97,512	16,017	6,401	2,708	19,269	9,776
RIVERSIDE - SAN BERNARDINO	**1,896.4**	**.7874**	**31.6**	**11.3**	**17.6**	**17.8**	**26.3**	**685.1**	**10,331,501**	**2,356,535**	**1,061,835**	**1,241,186**	**472,164**	**2,281,911**	**330,071**
Riverside	817.9	.3396	33.5	10.3	16.4	17.2	30.4	303.8	4,755,305	1,121,805	475,783	514,410	191,714	1,149,352	148,532
• Palm Springs	37.9	.0157	46.8	8.2	13.6	16.8	46.7	18.1	490,193	81,460	74,520	39,447	19,708	112,717	17,133
• Riverside	189.7	.0788	29.8	13.2	20.2	17.8	21.7	68.5	1,415,957	231,601	113,579	240,573	66,633	435,234	34,560
San Bernardino	1,078.5	.4478	30.3	12.1	18.5	18.2	23.1	381.3	5,576,196	1,234,720	586,052	726,746	280,450	1,132,559	181,539
Chino	48.8	.0203	27.4	12.7	23.8	18.9	13.0	13.6	212,756	75,671	21,381	5,131	7,617	43,117	9,425
Ontario	111.3	.0462	28.0	12.3	21.9	16.4	18.3	37.7	596,915	128,138	52,909	45,608	17,805	180,838	14,667
Rancho Cucamonga	66.9	.0278	28.0	9.4	24.3	20.0	13.1	21.1	205,349	83,551	24,833	7,186	18,621	6,822	6,775
Redlands	51.5	.0214	32.1	12.1	17.7	19.3	25.5	19.1	351,805	55,098	35,443	59,343	15,416	112,091	6,025
• San Bernardino	136.3	.0566	30.8	13.3	17.9	16.4	26.1	50.8	1,295,542	174,988	127,295	305,073	88,704	268,636	35,202
Upland	54.5	.0226	32.2	11.5	18.2	22.4	22.5	20.6	325,354	55,201	35,197	45,941	15,155	74,740	21,867
SUBURBAN TOTAL	1,532.5	.6363	31.7	11.0	17.4	17.9	26.3	547.7	7,129,809	1,866,476	746,441	656,063	297,119	1,465,324	243,176

California's Fastest-Growing Large Daily Newspaper

Los Angeles
50 miles
Orange County
20 miles
RIVERSIDE
The Press-Enterprise
Riverside County, California
PALM SPRINGS

The Press-Enterprise continues its spectacular growth, as reflected in the 8.9% year-over-year circulation gain reported in the Audit Bureau of Circulations FAS-FAX of March 31, 1986.

CIRCULATION: 134,540 Daily, 140,132 Sunday*

The Press-Enterprise
Riverside County's Newspaper

For market and audience information, contact the advertising department of The Press-Enterprise at 714/684-1200 or write P.O. Box 792, Riverside, CA 92502.

*ABC Publishers Statement, March 31, 1986

Northern California's Largest Market Isn't San Francisco.

It's the East Bay/Oakland PMSA.

The biggest and most affluent metro market in the San Francisco ADI is the Oakland PMSA . . . the Greater East Bay. It has more population (1.9 million), more households (736,100), and more effective buying power ($28.3 billion) than either San Francisco or San Jose.

And the newspaper that reaches the most readers (390,000 daily, 447,300 Sunday) is The Tribune.

So next time you buy the Bay Area, buy its best audience for the best results. Buy The Tribune.

THE TRIBUNE

The Greater East Bay's Greater Newspaper

(415) 645-2521 / Or any Branham office.

[1] S & MM Survey of Buying Power, 1986

[2] Scarborough Newspaper Audience Survey, 1985

CAL. (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
SACRAMENTO	**1,266.4**	**.5258**	**31.7**	**12.4**	**19.3**	**19.4**	**24.3**	**493.2**	**8,088,460**	**1,676,691**	**860,188**	**901,685**	**431,724**	**1,869,706**	**344,839**
El Dorado	108.4	.0450	32.8	9.6	21.4	20.2	25.2	40.9	499,885	141,548	63,341	17,399	16,851	65,993	37,204
Placer	144.2	.0599	33.6	9.7	17.6	21.5	26.1	54.2	982,952	231,484	111,863	12,108	21,844	297,635	47,522
• Roseville	30.8	.0128	32.3	11.0	16.6	18.3	27.2	12.0	372,726	60,585	30,280	1,994	8,588	168,544	18,134
Sacramento	888.8	.3690	31.6	12.3	19.3	19.3	24.2	351.5	6,004,132	1,139,188	604,868	863,400	372,893	1,366,396	223,126
• Sacramento	318.7	.1323	33.2	11.8	15.8	17.1	29.5	135.1	2,328,408	454,584	278,643	325,528	90,589	513,957	82,558

SACRAMENTO

Hot Dog! We're on a roll.

Sacramento is California's 2nd fastest growing metro market. It's also the nation's 20th largest ADI.

Consider what Sacramento has to offer: a booming population, colossal $14.2 billion EBI and a well developed financial community.[1] Put them all together and you've got a red hot market that's going through the roof.

To keep on top of this rocket you need a newspaper that covers it all. That's The Sacramento Bee. Our 235,991 daily and 273,912 Sunday circulation is 2½ times more than the market's second-place paper.[2] And 78% of daily newspaper readers in households earning $35,000+ read The Bee.[1]

In Sacramento only The Bee has the mustard to cover the entire market effectively. So don't put yourself in a pickle. Buy The Bee.

Sources: 1. S&MM 1985 Survey of Buying Power
2. ABC FAS-FAX 6-month statement ending March 31, 1986

The Sacramento Bee

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

San Diego.
Staying ahead of the times.

If you want to get ahead in the competitive Southern California marketplace, San Diego is a must. Because with $25.2 billion worth of purchasing power, San Diegans are ready to buy. And the best way, the *only effective* way, to reach them is through The San Diego Union and The Tribune.

San Diego, with a county population of over two million people, ranks as the second largest city in all 11 Western states, and is part of the heart of Southern California. A part that no other medium can reach better than The San Diego Union and The Tribune.

You can reach 54 percent of all San Diego adults in just one daily combination of The San Diego Union and The Tribune. Even better, you can reach 84 percent of the $35,000+ households in a five-issue campaign.*

And listen to this: The San Diego Union and The Tribune deliver seven times the penetration of our nearest competitor. *Seven* times.

So put yourself ahead of the times when you make your next major media buy. By advertising in The San Diego Union and The Tribune.

MEMBER OF NEWSPLAN
REPRESENTED NATIONALLY BY SAWYER-FERGUSON-WALKER

*1985 Simmons-Scarborough Study

The San Diego Union – THE TRIBUNE

CAL. (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
Yolo	125.0	.0519	29.1	19.0	19.3	17.3	21.3	46.6	601,491	164,471	80,116	8,778	20,136	139,680	36,977
• Davis	40.8	.0169	25.9	30.0	24.5	16.0	11.8	15.9	209,815	52,371	33,504	1,013	9,749	55,212	13,156
• Woodland	34.2	.0142	31.1	11.0	18.7	18.5	24.2	12.4	213,588	60,892	17,133	7,132	8,295	57,292	12,257
SUBURBAN TOTAL	841.9	.3496	31.5	11.9	19.5	20.5	22.7	317.8	4,963,923	1,048,259	500,628	566,018	314,503	1,074,701	218,724
SALINAS - SEASIDE - MONTEREY	**332.8**	**.1382**	**29.5**	**14.8**	**19.7**	**17.1**	**22.1**	**109.0**	**1,868,001**	**324,464**	**211,055**	**196,484**	**94,397**	**440,574**	**73,969**
Monterey	332.8	.1382	29.5	14.8	19.7	17.1	22.1	109.0	1,868,001	324,464	211,055	196,484	94,397	440,574	73,969
• Monterey	29.8	.0124	31.4	15.9	25.2	15.9	25.1	12.0	338,502	48,456	64,064	34,475	16,056	69,224	14,580
• Salinas	91.2	.0379	29.1	13.1	19.0	16.9	21.9	30.2	772,063	137,890	59,131	116,954	45,814	187,580	33,358
• Seaside	38.9	.0162	24.2	26.2	20.5	14.0	12.6	10.4	198,974	5,479	11,469	12,337	12,021	128,800	1,836
SUBURBAN TOTAL	172.9	.0717	30.8	12.9	19.0	18.2	23.8	56.4	558,462	132,639	76,391	32,718	20,506	54,970	24,195
SAN DIEGO	**2,140.9**	**.8890**	**30.8**	**15.0**	**19.4**	**17.9**	**23.9**	**786.5**	**13,191,301**	**2,453,833**	**1,469,036**	**1,692,945**	**743,316**	**3,164,039**	**408,337**
San Diego	2,140.9	.8890	30.8	15.0	19.4	17.9	23.9	786.5	13,191,301	2,453,833	1,469,036	1,692,945	743,316	3,164,039	408,337
Chula Vista	101.1	.0420	32.5	11.9	16.6	20.1	25.8	36.4	622,968	132,850	63,491	110,020	39,746	90,726	32,533

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Source: The Scarborough San Francisco Market Study, 1984 5-issue reach; Sales & Marketing Management's Survey of Buying Power Data Service, 1985.

CAL. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
El Cajon	84.7	.0352	30.6	15.1	18.4	17.7	24.3	33.3	1,002,170	166,446	70,443	157,064	34,930	326,939	29,358
• Escondido	78.6	.0326	32.9	12.1	17.6	16.2	30.0	31.3	836,981	133,086	59,134	113,358	38,753	271,908	22,518
La Mesa	54.0	.0224	34.6	14.6	18.9	16.8	32.5	23.6	637,818	99,900	55,310	120,739	33,053	181,488	15,218
National City	56.3	.0234	25.7	21.5	19.6	13.5	18.3	16.9	751,548	94,095	41,841	124,170	26,853	347,402	11,964
Oceanside	94.3	.0392	30.9	15.8	17.6	14.8	28.0	36.3	478,626	82,273	66,177	101,559	20,664	83,448	13,726
• San Diego	999.9	.4152	30.4	16.4	20.7	17.5	22.9	374.5	6,043,344	1,048,871	787,321	774,364	433,157	1,197,766	196,209
SUBURBAN TOTAL	1,062.4	.4412	31.1	13.8	18.5	18.4	24.3	380.7	6,310,976	1,271,876	622,581	805,223	271,406	1,694,365	189,610
SAN FRANCISCO	**1,556.0**	**.6461**	**34.7**	**10.5**	**21.3**	**20.9**	**28.6**	**655.6**	**13,680,421**	**2,454,864**	**2,057,238**	**1,510,756**	**776,745**	**2,511,551**	**434,680**
Marin	226.6	.0941	34.7	9.1	21.2	24.8	24.7	94.3	1,890,234	392,925	214,126	148,171	118,569	400,444	64,957
Novato	45.9	.0191	31.6	10.3	20.2	23.8	19.3	17.0	263,731	74,465	25,479	3,216	7,257	58,364	16,980
San Rafael	44.7	.0186	35.3	11.0	20.0	22.4	28.2	19.6	769,178	86,591	52,860	108,058	70,841	239,060	19,781
San Francisco	713.6	.2963	35.2	10.8	23.3	19.1	31.1	320.6	6,709,601	1,110,640	1,270,114	676,294	365,519	975,368	181,964
• San Francisco	713.6	.2963	35.2	10.8	23.3	19.1	31.1	320.6	6,709,601	1,110,640	1,270,114	676,294	365,519	975,368	181,964

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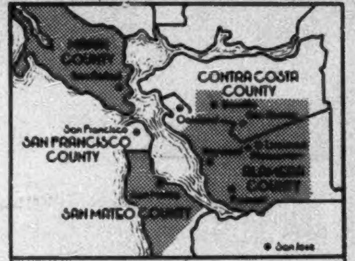
CAL. (cont.) S&MM ESTIMATES	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985							
				% of Population by Age Group												
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
San Mateo	615.8	.2557	34.3	10.6	19.1	21.5	27.2	240.7	5,080,586	951,299	572,998	686,291	292,657	1,135,739	187,759
Daly City	82.7	.0343	32.1	11.9	19.9	20.6	23.6	29.1	649,623	76,414	63,432	164,464	60,730	110,815	27,032
Redwood City	56.6	.0235	33.6	11.5	21.1	19.0	28.1	24.1	684,062	116,638	75,830	42,051	31,022	245,282	21,708
San Mateo	81.7	.0339	36.9	10.0	18.7	19.9	32.9	35.4	847,653	137,395	88,370	183,845	41,693	101,071	45,477
South San Francisco	51.6	.0214	32.3	12.1	18.5	20.1	24.8	18.6	395,752	80,017	77,343	27,731	44,834	66,036	9,412
SUBURBAN TOTAL	842.4	.3498	34.4	10.2	19.8	22.3	26.5	335.0	6,970,820	1,344,224	787,124	834,462	411,226	1,536,183	252,716
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	***5,791.8***	***2.4048***	***32.7***	***11.6***	***20.2***	***20.6***	***24.7***	***2,232.7***	***41,571,035***	***8,003,248***	***4,890,250***	***4,913,371***	***2,331,375***	***8,742,748***	***1,550,036***
SAN JOSE	**1,393.3**	**.5785**	**30.9**	**12.7**	**20.1**	**21.6**	**20.2**	**488.2**	**10,047,766**	**1,823,097**	**1,055,277**	**1,328,575**	**631,713**	**2,304,857**	**368,773**
Santa Clara	1,393.3	.5785	30.9	12.7	20.1	21.6	20.2	488.2	10,047,766	1,823,097	1,055,277	1,328,575	631,713	2,304,857	368,773
Mountain View	62.7	.0260	32.4	14.4	26.7	19.0	24.0	29.2	662,370	109,502	63,949	180,874	71,742	58,300	35,793
• Palo Alto	56.6	.0235	36.5	9.4	19.9	22.5	30.1	22.9	723,024	91,608	92,035	103,874	31,163	156,498	10,947
• San Jose	706.9	.2935	29.2	12.6	20.7	21.2	16.9	234.8	4,342,391	870,602	394,715	645,184	211,548	933,479	161,263
Santa Clara	90.9	.0377	31.5	16.2	20.8	19.6	23.2	34.6	945,760	125,396	94,351	69,095	103,945	338,472	39,227
Sunnyvale	112.1	.0465	32.8	13.0	20.5	21.7	23.8	44.7	875,141	115,751	108,652	71,045	31,272	330,089	21,027
SUBURBAN TOTAL	629.8	.2615	32.5	13.1	19.3	22.0	23.2	230.5	4,982,351	860,887	568,527	579,517	389,002	1,214,880	196,563
SANTA BARBARA - SANTA MARIA - LOMPOC	**330.6**	**.1373**	**31.8**	**14.9**	**18.8**	**18.5**	**25.4**	**124.7**	**2,780,868**	**523,951**	**299,161**	**252,475**	**163,770**	**513,243**	**100,189**
Santa Barbara	330.6	.1373	31.8	14.9	18.8	18.5	25.4	124.7	2,780,868	523,951	299,161	252,475	163,770	513,243	100,189
• Lompoc	30.2	.0125	30.8	12.4	19.1	20.9	21.2	11.1	196,704	46,249	16,585	7,787	12,747	55,234	6,565
• Santa Barbara	80.1	.0333	34.7	12.4	22.0	15.6	33.8	36.0	966,838	174,989	133,342	94,714	67,795	173,781	30,913
• Santa Maria	49.1	.0204	30.1	13.6	17.6	16.7	24.6	18.0	729,677	83,452	48,765	107,479	29,596	178,461	24,525
SUBURBAN TOTAL	171.2	.0711	30.7	16.8	17.5	19.9	22.6	59.6	887,649	219,261	100,469	42,495	53,632	105,767	38,186
SANTA CRUZ	**217.5**	**.0903**	**32.1**	**12.5**	**22.0**	**17.4**	**26.1**	**82.6**	**1,188,708**	**276,094**	**140,272**	**91,353**	**55,340**	**245,091**	**47,310**
Santa Cruz	217.5	.0903	32.1	12.5	22.0	17.4	26.1	82.6	1,188,708	276,094	140,272	91,353	55,340	245,091	47,310
• Santa Cruz	45.4	.0189	31.0	18.7	23.5	14.3	26.4	18.2	472,871	92,696	59,738	34,030	21,325	125,364	13,060
SUBURBAN TOTAL	172.1	.0714	32.4	10.9	21.5	18.2	26.2	64.4	715,837	183,398	80,534	57,323	34,015	119,727	34,250



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CAL. (cont.)

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
SANTA ROSA - PETALUMA	**340.4**	**.1413**	**33.2**	**9.9**	**19.8**	**18.9**	**27.5**	**134.5**	**2,004,455**	**456,813**	**198,895**	**216,778**	**104,007**	**381,434**	**102,012**
Sonoma	340.4	.1413	33.2	9.9	19.8	18.9	27.5	134.5	2,004,455	456,813	198,895	216,778	104,007	381,434	102,012
• Petaluma	38.1	.0158	32.2	9.2	19.5	21.5	23.0	14.1	269,681	67,269	29,253	33,832	10,142	48,174	18,051
• Santa Rosa	95.3	.0396	33.8	10.2	19.6	17.5	30.0	40.0	892,568	172,270	88,925	167,142	63,121	113,999	49,108
SUBURBAN TOTAL	207.0	.0859	33.1	9.8	20.0	19.1	27.1	80.4	842,206	217,274	80,717	15,804	30,744	219,261	34,853
STOCKTON	**406.9**	**.1689**	**31.7**	**11.4**	**17.2**	**18.1**	**26.3**	**149.9**	**2,142,068**	**473,558**	**214,417**	**241,724**	**107,154**	**483,889**	**101,380**
San Joaquin	406.9	.1689	31.7	11.4	17.2	18.1	26.3	149.9	2,142,068	473,558	214,417	241,724	107,154	483,889	101,380
• Lodi	41.6	.0173	35.5	10.9	15.5	18.5	32.2	17.0	314,789	66,280	29,396	18,771	16,815	87,809	20,647
• Stockton	180.4	.0749	30.5	12.6	18.6	17.0	24.6	68.6	1,218,295	232,699	128,366	199,263	60,653	269,527	43,136
SUBURBAN TOTAL	184.9	.0767	32.4	10.4	16.1	19.1	26.6	64.3	608,984	174,579	56,655	23,690	29,686	126,553	37,597
VALLEJO - FAIRFIELD - NAPA	**381.4**	**.1583**	**30.9**	**12.2**	**19.5**	**19.1**	**22.9**	**135.7**	**1,977,710**	**480,510**	**226,004**	**182,455**	**89,099**	**430,386**	**99,462**
Napa	106.8	.0443	33.3	10.6	16.7	19.0	31.4	40.7	512,805	141,547	66,460	40,043	24,416	80,319	20,848
• Napa	55.6	.0231	33.3	10.4	18.4	19.6	27.2	22.2	372,449	112,069	34,048	38,855	21,665	47,310	17,823
Solano	274.6	.1140	29.5	12.9	20.7	19.0	19.6	95.0	1,464,905	338,963	159,544	142,412	64,683	350,067	78,614
• Fairfield	66.3	.0275	27.1	16.5	20.5	19.4	14.3	21.4	401,214	53,681	40,095	68,482	17,285	113,149	13,988
Vacaville	50.2	.0208	29.2	12.5	23.3	20.2	16.2	17.0	246,223	64,318	48,511	2,003	12,416	37,817	15,794
• Vallejo	90.6	.0376	31.0	12.3	19.4	17.0	25.2	33.2	587,082	128,368	44,755	65,875	28,323	169,997	37,765
SUBURBAN TOTAL	168.9	.0701	31.6	11.1	19.8	19.8	23.4	58.9	616,965	186,392	107,106	9,243	21,826	99,930	29,886
VISALIA - TULARE - PORTERVILLE	**283.3**	**.1176**	**30.1**	**11.1**	**16.7**	**17.9**	**23.9**	**92.5**	**1,533,607**	**367,959**	**122,112**	**183,220**	**72,973**	**357,766**	**66,206**
Tulare	283.3	.1176	30.1	11.1	16.7	17.9	23.9	92.5	1,533,607	367,959	122,112	183,220	72,973	357,766	66,206
• Porterville	24.0	.0100	31.1	11.6	18.6	17.0	25.8	8.1	278,431	71,353	21,139	20,528	7,597	66,001	21,493
• Tulare	26.6	.0110	29.6	11.3	16.6	16.2	24.9	9.1	208,092	58,606	20,416	5,346	12,503	41,220	12,661
• Visalia	59.7	.0248	30.4	11.6	19.5	18.4	22.7	21.7	708,802	117,631	55,982	145,148	42,197	189,158	22,498
SUBURBAN TOTAL	173.0	.0718	29.8	10.9	15.2	18.1	24.0	53.6	338,282	120,369	24,575	12,198	10,676	61,387	9,554
YUBA CITY	**111.1**	**.0462**	**30.6**	**12.4**	**17.2**	**19.2**	**23.3**	**40.9**	**575,176**	**135,166**	**53,065**	**98,092**	**25,516**	**111,132**	**20,391**
Sutter	57.3	.0238	32.1	11.4	16.1	20.6	24.7	21.3	326,653	70,199	30,227	53,641	16,447	66,561	8,613
• Yuba City	20.5	.0085	30.7	15.0	19.1	16.7	25.1	8.8	296,421	60,017	28,139	50,379	14,677	64,512	8,412
Yuba	53.8	.0224	29.3	13.5	18.2	17.6	22.0	19.6	248,523	64,967	22,838	44,451	9,069	44,571	11,778
SUBURBAN TOTAL	90.6	.0377	30.6	11.9	16.7	19.7	23.0	32.1	278,755	75,149	24,926	47,713	10,839	46,620	11,979
OTHER COUNTIES															
Alpine	1.4	.0006	29.4	17.0	20.4	22.0	16.7	.4	4,169	347	2,145	734			
Amador	24.0	.0099	38.8	9.2	14.4	18.6	36.6	9.7	159,230	44,114	10,406	2,929	4,061	55,103	4,843
Calaveras	26.8	.0112	38.2	7.5	15.6	19.0	35.5	10.6	100,852	32,952	7,887	5,429	4,362	10,899	2,668
Colusa	14.2	.0059	33.5	9.6	15.8	17.9	29.7	5.2	59,331	17,375	6,409	435	1,266	13,273	2,726
Del Norte	18.8	.0078	32.7	10.1	17.1	17.7	28.4	7.4	90,774	28,366	11,994	4,300	4,361	11,732	4,944
Glenn	23.3	.0097	33.2	9.8	15.5	18.3	28.9	8.5	108,511	28,741	11,865	3,307	3,069	19,275	2,670
Humboldt	114.6	.0476	30.9	14.2	21.0	17.5	23.9	45.4	735,473	205,617	65,770	37,260	25,351	133,075	43,845
Imperial	104.1	.0432	28.7	11.5	15.6	17.3	22.8	31.6	551,892	166,548	37,266	65,661	16,959	100,340	27,428
Inyo	18.8	.0078	37.0	8.1	15.4	19.0	33.7	7.7	173,978	40,566	19,394	3,735	4,540	29,163	3,877
Kings	82.1	.0341	28.2	13.8	17.3	18.0	20.2	26.4	320,281	71,842	33,488	26,405	13,447	77,483	19,644
Lake	49.1	.0204	43.7	6.5	13.5	15.5	44.3	20.7	209,714	81,980	14,758	12,674	3,869	35,533	17,016
Lassen	25.3	.0105	30.4	14.3	20.8	18.0	22.4	8.1	108,417	39,750	11,623	3,922	2,848	16,533	3,829
Madera	75.5	.0314	30.9	9.7	17.4	18.1	24.7	25.6	288,444	93,134	27,323	8,485	8,133	51,183	17,205
Mariposa	14.0	.0058	36.8	10.2	16.1	18.5	33.8	5.3	51,080	17,357	4,883		397	667	607
Mendocino	74.5	.0309	32.8	8.8	19.8	19.1	26.4	28.7	440,649	134,980	47,789	21,296	15,184	78,361	26,348
Modoc	9.5	.0039	35.2	7.2	16.3	19.0	31.4	3.6	38,032	10,755	4,739	740	247	6,056	1,161
Mono	9.3	.0039	29.0	17.1	28.2	18.7	14.3	3.9	79,125	22,172	21,051	1,058	2,883	1,581	490
Nevada	67.8	.0282	36.0	7.2	18.4	18.4	33.0	26.5	362,542	101,351	32,361	14,746	14,372	53,393	22,610
Plumas	19.5	.0081	33.9	8.6	18.5	19.1	28.9	7.8	93,884	25,079	7,637	8,797	1,332	18,484	3,838
San Benito	30.5	.0127	30.2	10.3	16.9	18.0	23.9	10.0	109,682	37,802	9,700	1,669	2,773	24,073	3,158
San Luis Obispo	188.5	.0783	31.9	16.9	18.9	15.9	28.2	70.4	1,005,084	243,700	146,292	49,559	42,378	183,637	45,031
Sierra	3.4	.0014	35.1	7.8	20.1	19.2	31.0	1.5	9,192	3,021	1,922		176	1,140	508
Siskiyou	43.5	.0181	33.7	8.8	18.0	18.5	29.2	17.0	207,322	67,119	22,999	4,776	6,803	23,990	18,028
Tehama	44.6	.0185	35.2	9.1	14.9	19.2	31.1	17.3	270,954	72,612	22,025	17,357	6,046	46,549	10,705
Trinity	14.0	.0059	33.9	7.1	18.8	20.0	28.0	5.5	45,867	16,272	5,586	2,546	1,784	1,325	2,753
Tuolumne	41.3	.0171	34.3	9.6	18.9	18.2	30.5	15.6	170,584	57,357	19,551	681	4,457	21,904	12,872
TOTAL METRO COUNTIES	**25,206.9**	**10.4664**	**31.7**	**12.3**	**19.2**	**19.4**	**24.2**	**9,289.1**	**161,569,182**	**32,088,554**	**17,715,191**	**18,716,117**	**9,016,196**	**36,007,723**	**5,742,600**
TOTAL STATE	**26,345.3**	**10.9393**	**31.7**	**12.3**	**19.0**	**19.4**	**24.4**	**9,709.5**	**167,364,245**	**33,749,563**	**18,322,054**	**19,014,618**	**9,207,494**	**37,025,475**	**6,041,404**

CAL.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ANAHEIM - SANTA ANA	**31,573,345**	**33,131**	**17.2**	**25.8**	**20.5**	**26.3**	**1.0702**
Orange	31,573,345	33,131	17.2	25.8	20.5	26.3	1.0702
• Anaheim	3,235,765	29,312	20.0	28.0	19.4	20.6	.1158
Buena Park	875,501	33,035	16.2	28.2	23.4	22.7	.0351
Costa Mesa	1,271,269	28,724	20.5	28.5	18.1	20.4	.0601
Cypress	617,532	40,566	11.1	23.2	25.3	34.1	.0180
Fountain Valley	810,777	43,597	10.1	20.6	26.7	38.7	.0264
Fullerton	1,686,906	31,435	18.3	26.1	18.6	25.5	.0564
Garden Grove	1,709,010	31,655	17.7	28.0	22.3	21.3	.0588
Huntington Beach	2,823,617	35,247	15.4	25.6	21.8	28.7	.0911
Irvine	1,585,747	45,209	8.8	21.6	24.0	41.7	.0474
La Habra	669,927	30,683	18.5	28.3	21.0	21.1	.0225
Newport Beach	1,641,295	39,045	14.7	21.0	15.7	38.5	.0523
Orange	1,388,762	32,545	18.2	25.1	20.9	24.9	.0542
• Santa Ana	2,378,405	26,809	21.9	29.5	19.6	14.7	.0952
Westminster	1,018,794	34,025	16.3	25.8	23.4	24.8	.0391
SUBURBAN TOTAL	25,959,175	34,613	16.3	25.0	20.8	28.5	.8592

CAL. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BAKERSFIELD	**5,465,373**	**24,006**	**23.7**	**27.0**	**16.6**	**14.5**	**.1946**
Kern	5,465,373	24,006	23.7	27.0	16.6	14.5	.1946
• Bakersfield	1,871,092	26,923	20.9	26.6	18.8	17.0	.0767
SUBURBAN TOTAL	3,594,281	22,818	25.1	27.1	15.6	13.4	.1179
CHICO	**1,707,361**	**17,893**	**29.5**	**25.6**	**11.2**	**7.9**	**.0642**
Butte	1,707,361	17,893	29.5	25.6	11.2	7.9	.0642
• Chico	286,425	14,978	27.2	22.9	9.6	6.2	.0162
SUBURBAN TOTAL	1,420,936	18,475	30.1	26.1	11.6	8.3	.0480
FRESNO	**6,632,413**	**22,953**	**24.8**	**26.8**	**15.5**	**14.1**	**.2325**
Fresno	6,632,413	22,953	24.8	26.8	15.5	14.1	.2325
• Fresno	3,179,205	21,569	25.3	26.0	15.4	12.1	.1226
SUBURBAN TOTAL	3,453,208	24,544	24.3	27.5	15.6	16.3	.1099
LOS ANGELES - LONG BEACH	**103,058,676**	**25,229**	**22.2**	**25.5**	**16.1**	**18.1**	**3.6083**
Los Angeles	103,058,676	25,229	22.2	25.5	16.1	18.1	3.6083
Alhambra	888,523	23,664	24.8	28.4	16.5	13.1	.0326
Arcadia	868,946	35,288	16.8	22.1	17.8	32.5	.0307
Baldwin Park	471,363	24,129	22.5	34.2	16.7	9.0	.0162
Bellflower	720,768	24,665	22.7	29.4	18.3	11.8	.0265
• Burbank	1,303,042	26,451	22.1	27.7	17.7	17.8	.0437
Carson	989,482	34,902	15.1	26.2	25.5	24.3	.0372
Cerritos	772,613	44,823	6.7	20.4	31.3	38.3	.0356
Compton	622,832	19,917	25.8	26.2	14.1	9.5	.0237
Downey	1,243,113	29,022	20.8	28.3	18.9	20.0	.0494
El Monte	752,434	20,613	27.2	28.9	14.3	8.3	.0333
Gardena	615,310	26,856	20.6	30.2	18.6	15.6	.0255
Glendale	2,247,379	24,759	23.2	26.7	14.7	18.2	.0792
Hawthorne	775,024	25,535	24.0	29.4	18.7	14.0	.0271
Huntington Park	381,058	17,059	30.8	26.5	9.4	6.1	.0167
Inglewood	1,120,020	21,705	25.3	28.3	14.5	11.6	.0403
Lakewood	1,034,801	34,026	14.4	29.0	26.1	21.8	.0382
La Mirada	542,649	37,805	10.6	26.9	27.5	28.1	.0186
Lancaster	734,871	29,334	18.0	28.5	20.0	18.7	.0288
• Long Beach	5,139,296	22,227	23.9	25.6	15.0	14.1	.1699
• Los Angeles	40,800,703	22,160	24.0	24.0	13.7	16.7	1.4181
Lynwood	428,846	21,757	24.7	29.4	16.9	7.9	.0163
Montebello	651,857	25,642	21.7	28.3	15.7	17.3	.0231
Monterey Park	733,480	28,512	20.0	27.4	19.1	19.5	.0245
Norwalk	894,590	28,405	19.4	32.0	21.7	14.5	.0328
• Pasadena	1,815,752	23,109	23.8	24.3	13.4	18.5	.0690
Pico Rivera	543,268	27,071	21.3	31.7	19.5	14.2	.0190
• Pomona	1,057,032	22,920	24.1	28.8	16.5	11.2	.0413
Redondo Beach	1,065,696	32,450	17.1	28.1	21.6	23.4	.0322
Rosemead	431,839	23,018	25.4	28.5	17.5	11.0	.0165
Santa Monica	1,647,699	24,326	23.5	26.8	14.4	17.9	.0639
South Gate	719,145	21,002	26.7	29.1	15.0	8.3	.0259
Torrance	2,222,464	35,266	15.4	25.1	21.3	29.0	.0874
West Covina	1,263,615	34,925	14.4	27.8	24.9	25.0	.0467
Whittier	1,069,852	28,429	20.1	26.3	17.5	21.2	.0390
SUBURBAN TOTAL	52,942,851	28,227	20.3	26.8	18.3	19.9	1.8663
LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA	***164,723,821***	***26,692***	***21.5***	***25.7***	***17.2***	***19.2***	***5.7153***
MERCED	**1,537,181**	**20,082**	**29.0**	**27.4**	**13.0**	**9.8**	**.0575**
Merced	1,537,181	20,082	29.0	27.4	13.0	9.8	.0575
• Merced	481,086	19,414	27.4	25.7	13.7	9.2	.0226
SUBURBAN TOTAL	1,056,095	20,368	29.8	28.2	12.7	10.1	.0349
MODESTO	**3,193,520**	**21,917**	**25.6**	**28.2**	**15.0**	**11.1**	**.1190**
Stanislaus	3,193,520	21,917	25.6	28.2	15.0	11.1	.1190
• Modesto	1,465,813	24,225	23.7	30.5	16.6	12.2	.0601
• Turlock	341,608	20,011	26.2	26.3	14.6	9.1	.0138
SUBURBAN TOTAL	1,386,099	20,258	27.3	26.4	13.6	10.6	.0451
OAKLAND	**28,345,176**	**30,473**	**18.0**	**24.3**	**19.2**	**23.4**	**.9367**
Alameda	16,670,936	28,037	19.3	24.9	18.6	20.1	.5670
Alameda	1,147,162	27,322	22.3	27.3	18.1	19.3	.0414
• Berkeley	1,499,676	20,301	24.1	22.6	11.6	16.4	.0530
Fremont	2,228,778	37,823	12.8	24.3	27.0	28.5	.0730
Hayward	1,353,186	29,967	18.2	28.9	20.9	19.2	.0506
• Livermore	754,382	37,249	12.4	24.8	27.4	27.0	.0237
• Oakland	4,549,154	20,712	23.1	23.8	13.6	14.1	.1569
San Leandro	1,027,853	29,117	19.8	27.9	19.9	19.5	.0386

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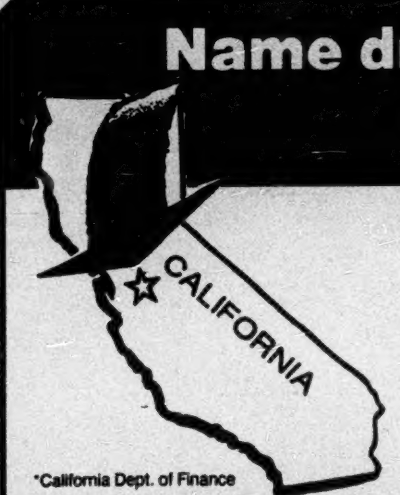
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Contra Costa	11,674,240	34,546	15.6	23.3	20.3	29.2	.3697
Antioch	628,041	31,571	17.2	27.2	23.8	19.0	.0217
Concord	1,612,282	34,040	16.2	25.9	22.4	25.9	.0606
Richmond	925,950	23,574	21.9	25.9	16.3	14.7	.0331
Walnut Creek	1,235,410	37,324	15.8	22.1	17.5	35.4	.0438
SUBURBAN TOTAL	21,541,964	33,767	16.1	24.6	21.2	26.7	.7031
OXNARD - VENTURA	**8,157,543**	**32,716**	**18.0**	**25.5**	**20.9**	**25.2**	**.2656**
Ventura	8,157,543	32,716	18.0	25.5	20.9	25.2	.2656
• Oxnard	1,360,164	27,045	22.7	29.7	18.3	16.9	.0488
Simi Valley	1,170,036	41,744	10.1	21.3	28.9	34.2	.0366
Thousand Oaks	1,561,124	41,322	12.5	21.8	22.8	36.7	.0528
• Ventura	1,260,491	28,896	20.1	26.5	18.6	21.2	.0461
SUBURBAN TOTAL	5,536,888	35,599	15.9	23.9	22.3	28.9	.1707
REDDING	**1,268,345**	**18,731**	**29.3**	**26.5**	**12.5**	**7.9**	**.0501**
Shasta	1,268,345	18,731	29.3	26.5	12.5	7.9	.0501
• Redding	517,770	18,780	29.5	25.6	13.2	8.2	.0252
SUBURBAN TOTAL	750,575	18,697	29.1	27.2	12.0	7.7	.0249
RIVERSIDE - SAN BERNARDINO	**21,934,257**	**24,138**	**23.9**	**27.5**	**17.0**	**14.0**	**.7712**
Riverside	9,654,362	22,969	25.6	26.9	15.7	13.9	.3425
• Palm Springs	645,935	22,277	26.9	22.5	13.3	18.6	.0252
• Riverside	2,293,586	25,934	22.4	27.2	18.2	16.2	.0872
San Bernardino	12,279,895	25,111	22.7	27.8	18.0	14.1	.4287
Chino	533,746	33,827	13.1	28.8	28.8	18.7	.0182
Ontario	1,224,496	27,509	20.3	30.9	20.7	13.7	.0439
Rancho Cucamonga	862,019	35,188	12.9	29.7	28.8	21.6	.0254
Redlands	696,386	27,871	18.9	26.4	17.5	20.4	.0243
• San Bernardino	1,425,143	20,426	25.6	26.8	14.3	9.9	.0646
Upland	802,226	30,645	17.3	27.1	19.7	22.9	.0259
SUBURBAN TOTAL	17,569,593	24,346	23.9	27.6	17.2	14.0	.5942



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SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
SACRAMENTO	**16,056,007**	**24,851**	**23.2**	**27.0**	**17.5**	**14.9**	**.5660**
El Dorado	1,276,980	24,134	25.0	29.7	16.7	12.7	.0426
Placer	1,853,752	26,423	22.2	26.4	18.2	17.1	.0663
• Roseville	381,420	25,335	23.6	26.9	18.2	14.6	.0174
Sacramento	11,534,824	25,231	22.9	26.9	17.9	15.2	.4089
• Sacramento	3,989,368	21,178	24.5	24.9	15.0	12.6	.1478
Yolo	1,390,451	20,905	25.2	24.5	14.7	12.6	.0482
• Davis	473,613	20,182	24.8	22.0	14.3	14.1	.0164
• Woodland	397,358	24,905	22.0	29.7	17.6	12.8	.0145
SUBURBAN TOTAL	10,814,248	26,634	22.5	28.0	18.7	16.1	.3699
SALINAS - SEASIDE - MONTEREY	**3,958,553**	**26,255**	**22.8**	**29.2**	**17.4**	**16.5**	**.1385**
Monterey	3,958,553	26,255	22.8	29.2	17.4	16.5	.1385
• Monterey	428,616	26,269	22.3	29.9	17.6	16.1	.0174
• Salinas	984,309	25,370	23.0	29.6	18.0	13.8	.0418
• Seaside	362,710	22,029	28.9	32.3	13.5	9.6	.0140
SUBURBAN TOTAL	2,182,918	27,731	21.7	28.2	17.7	19.3	.0653
SAN DIEGO	**28,842,528**	**26,155**	**22.8**	**26.8**	**17.0**	**18.4**	**.9764**
San Diego	28,842,528	26,155	22.8	26.8	17.0	18.4	.9764
Chula Vista	1,267,594	27,742	20.9	27.6	19.2	18.1	.0444
El Cajon	1,040,126	23,096	25.3	27.3	16.1	13.6	.0472
• Escondido	980,598	23,573	26.0	27.8	16.7	13.3	.0420
La Mesa	804,076	25,658	23.9	27.4	18.0	15.8	.0326
National City	513,726	18,810	30.4	28.5	10.9	7.4	.0300
Oceanside	1,159,168	23,294	28.4	28.2	15.6	14.1	.0388
• San Diego	13,622,063	25,008	23.3	26.5	16.0	17.8	.4562
SUBURBAN TOTAL	14,239,567	27,524	22.1	26.8	18.0	19.5	.4782
SAN FRANCISCO	**26,444,917**	**30,002**	**18.9**	**24.8**	**17.6**	**24.5**	**.8957**
Marin	4,662,685	37,678	14.8	22.2	18.0	35.7	.1428
Novato	785,281	37,965	15.1	23.2	21.8	32.9	.0235
San Rafael	875,591	33,065	17.8	22.9	16.5	30.9	.0359
San Francisco	11,378,456	24,642	21.7	25.4	15.0	18.8	.4067
• San Francisco	11,378,456	24,642	21.7	25.4	15.0	18.8	.4067
San Mateo	10,403,776	34,134	16.6	25.4	20.9	27.6	.3462
Daly City	1,117,324	32,026	18.0	28.2	22.4	21.8	.0408
Redwood City	892,688	28,684	21.2	26.0	18.9	21.2	.0354
San Mateo	1,452,356	32,877	17.2	26.8	21.2	25.1	.0509
South San Francisco	722,201	33,528	15.5	27.2	24.5	22.4	.0257
SUBURBAN TOTAL	15,066,461	35,000	16.1	24.4	20.2	29.9	.4890
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	***88,711,757***	***30,975***	***18.1***	***24.9***	***19.1***	***24.3***	***2.9591***
SAN JOSE	**21,436,862**	**35,702**	**15.1**	**24.3**	**21.2**	**30.0**	**.7145**
Santa Clara	21,436,862	35,702	15.1	24.3	21.2	30.0	.7145
Mountain View	1,121,981	30,571	18.1	30.9	19.5	21.6	.0395
• Palo Alto	1,125,192	37,829	15.1	22.1	18.2	35.7	.0403
• San Jose	9,743,026	34,983	15.5	24.2	22.5	27.5	.3260
Santa Clara	1,404,795	33,769	16.3	26.4	22.4	25.7	.0530
Sunnyvale	1,931,174	35,769	15.1	26.4	21.2	30.1	.0626
SUBURBAN TOTAL	10,568,644	36,340	14.8	24.4	20.4	31.8	.3482
SANTA BARBARA - SANTA MARIA - LOMPOC	**4,620,091**	**26,885**	**22.4**	**25.8**	**17.4**	**19.5**	**.1697**
Santa Barbara	4,620,091	26,885	22.4	25.8	17.4	19.5	.1697
• Lompoc	363,525	25,195	23.0	26.3	20.0	13.1	.0132
• Santa Barbara	1,214,748	22,954	25.4	26.5	13.8	16.5	.0491
• Santa Maria	562,824	24,557	23.5	29.0	18.7	12.0	.0298
SUBURBAN TOTAL	2,478,994	30,835	20.0	24.4	18.6	24.9	.0776
SANTA CRUZ	**2,929,492**	**25,721**	**22.3**	**25.0**	**16.6**	**19.0**	**.0960**
Santa Cruz	2,929,492	25,721	22.3	25.0	16.6	19.0	.0960
• Santa Cruz	580,216	21,565	24.4	23.6	14.7	14.9	.0243
SUBURBAN TOTAL	2,349,276	26,960	21.8	25.3	17.1	20.2	.0717
SANTA ROSA - PETALUMA	**4,749,039**	**27,397**	**21.2**	**26.5**	**18.8**	**18.3**	**.1562**
Sonoma	4,749,039	27,397	21.2	26.5	18.8	18.3	.1562
• Petaluma	527,636	32,622	17.3	24.0	24.4	21.3	.0184
• Santa Rosa	1,395,160	26,974	21.7	27.2	18.5	17.6	.0520
SUBURBAN TOTAL	2,826,243	26,752	21.6	26.4	18.0	18.2	.0858
STOCKTON	**4,524,739**	**22,587**	**24.0**	**26.9**	**16.3**	**12.1**	**.1607**
San Joaquin	4,524,739	22,587	24.0	26.9	16.3	12.1	.1607
• Lodi	513,281	22,787	24.2	26.6	16.7	12.3	.0194
• Stockton	1,948,652	20,897	24.6	25.7	15.4	10.8	.0760
SUBURBAN TOTAL	2,062,806	24,430	23.2	28.3	17.1	13.5	.0653

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TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-28)

CAL. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME
1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
VALLEJO - FAIRFIELD - NAPA	**4,806,271**	**28,111**	**21.0**	**27.4**	**20.2**	**17.2**	**.1600**
Napa	1,614,651	30,263	19.3	25.2	19.0	23.3	.0487
• Napa	840,137	30,722	19.1	25.1	20.5	22.3	.0276
Solano	3,191,620	27,312	21.6	28.4	20.7	14.6	.1113
• Fairfield	720,217	25,735	25.7	27.6	19.5	13.9	.0270
Vacaville	586,041	29,492	18.3	30.8	23.6	14.3	.0199
• Vallejo	1,040,355	25,063	22.5	28.4	19.1	12.7	.0387
SUBURBAN TOTAL	2,205,562	29,736	19.1	27.6	21.1	19.0	.0667
VISALIA - TULARE - PORTERVILLE	**2,280,033**	**17,408**	**31.3**	**25.7**	**11.0**	**6.7**	**.0972**
Tulare	2,280,033	17,408	31.3	25.7	11.0	6.7	.0972
• Porterville	191,273	16,885	29.2	25.6	11.6	5.2	.0114
• Tulare	213,905	17,121	30.7	26.4	10.3	5.8	.0105
• Visalia	590,848	20,409	27.5	28.1	14.6	8.3	.0308
SUBURBAN TOTAL	1,284,007	16,536	33.4	24.6	9.5	6.4	.0445
YUBA CITY	**1,064,809**	**18,450**	**30.3**	**25.0**	**12.9**	**8.1**	**.0406**
Sutter	584,655	19,800	28.4	25.3	14.5	9.7	.0223
• Yuba City	206,589	17,073	31.1	25.4	10.3	6.6	.0118
Yuba	480,154	17.201	32.6	24.6	11.1	6.4	.0183
SUBURBAN TOTAL	858,220	18,820	30.2	24.9	13.6	8.5	.0288
OTHER COUNTIES							
Alpine	12,301	21,000	22.5	25.4	9.8	17.0	.0004
Amador	268,107	21,128	27.5	29.0	15.2	8.5	.0103
Calaveras	273,189	19,265	29.3	29.0	11.7	7.6	.0093
Colusa	144,102	19,674	28.2	25.8	11.9	11.4	.0050
Del Norte	165,027	16,341	30.0	26.6	9.2	5.1	.0064
Glenn	243,910	21,190	26.9	28.3	13.8	10.9	.0087
Humboldt	1,265,377	20,679	25.9	27.2	14.0	10.3	.0479
Imperial	825,550	18,490	30.1	25.7	12.2	8.2	.0351
Inyo	212,138	20,855	25.7	27.0	15.3	9.7	.0092
Kings	762,918	20,772	28.5	27.9	14.2	9.8	.0273
Lake	487,575	15,778	32.4	21.7	10.3	7.0	.0173
Lassen	211,847	19,599	30.5	29.7	14.0	5.2	.0083
Madera	762,748	21,858	25.7	26.4	15.8	11.6	.0261
Mariposa	142,019	17,933	30.9	26.2	11.7	7.1	.0048
Mendocino	785,501	20,667	26.2	29.4	13.7	8.6	.0297
Modoc	88,420	17,156	30.1	24.7	11.6	6.9	.0032
Mono	137,937	26,361	25.2	29.8	15.6	16.7	.0049
Nevada	775,894	22,144	26.3	28.1	15.7	11.0	.0273
Plumas	200,102	19,678	29.9	29.1	13.1	6.9	.0072
San Benito	311,041	24,344	24.6	31.1	16.5	12.2	.0105
San Luis Obispo	2,212,179	22,362	26.3	26.1	15.9	13.3	.0767
Sierra	38,668	19,667	24.9	26.4	14.8	8.0	.0012
Siskiyou	437,446	19,649	27.5	29.4	13.1	6.6	.0158
Tehama	422,428	18,377	27.4	28.7	10.9	6.5	.0170
Trinity	139,992	19,634	28.8	30.4	10.8	7.9	.0047
Tuolumne	368,023	17,024	32.1	26.4	10.7	5.3	.0137
TOTAL METRO COUNTIES	**334,586,531**	**26,901**	**21.4**	**25.9**	**17.4**	**19.3**	**11.5414**
TOTAL STATE	**346,280,970**	**26,557**	**21.7**	**25.9**	**17.2**	**18.9**	**11.9694**

COLORADO

COLO.
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP
1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BOULDER - LONGMONT	**219.0**	**.0910**	**29.1**	**17.2**	**23.9**	**19.7**	**16.3**	**85.2**	**1,522,756**	**349,621**	**167,734**	**141,317**	**106,671**	**305,931**	**34,133**
Boulder	219.0	.0910	29.1	17.2	23.9	19.7	16.3	85.2	1,522,756	349,621	167,734	141,317	106,671	305,931	34,133
• Boulder	80.7	.0335	27.7	27.4	24.8	16.3	15.5	32.3	862,494	153,824	103,971	107,622	74,326	171,033	15,609
• Longmont	51.2	.0213	29.9	10.9	22.0	19.3	19.5	19.7	370,232	98,788	32,258	30,524	18,822	84,568	12,142
SUBURBAN TOTAL	87.1	.0362	30.1	11.5	24.2	23.1	15.1	33.2	290,030	97,009	31,505	3,171	13,523	50,330	6,382
COLORADO SPRINGS	**352.9**	**.1465**	**28.6**	**16.0**	**19.6**	**19.5**	**17.9**	**131.0**	**2,234,953**	**405,141**	**221,714**	**307,992**	**119,856**	**494,523**	**34,443**
El Paso	352.9	.1465	28.6	16.0	19.6	19.5	17.9	131.0	2,234,953	405,141	221,714	307,992	119,856	494,523	34,443
• Colorado Springs	251.0	.1042	29.9	14.2	20.0	19.4	20.4	100.6	2,029,887	363,455	192,273	274,002	113,732	486,785	32,300
SUBURBAN TOTAL	101.9	.0423	25.2	20.4	19.0	19.6	11.8	30.4	205,066	41,686	29,441	33,990	6,124	7,738	2,143
DENVER	**1,635.1**	**.6788**	**30.7**	**11.7**	**21.8**	**20.4**	**20.1**	**656.8**	**11,463,764**	**2,330,392**	**1,261,876**	**1,416,839**	**770,299**	**2,222,093**	**257,994**
Adams	279.5	.1160	28.4	13.4	20.6	19.6	16.7	102.5	1,738,951	425,967	136,405	250,102	105,897	305,560	45,547
Thornton	47.9	.0199	27.1	12.4	25.9	16.9	12.7	16.5	385,247	72,992	24,552	71,958	13,118	124,006	7,981
Westminster	62.4	.0259	27.6	12.1	27.4	18.5	11.2	21.8	249,518	70,608	26,398	45,454	16,850	6,965	8,903
Arapahoe	384.5	.1597	30.4	10.5	22.3	23.0	16.7	150.3	2,865,152	460,863	252,864	462,742	159,044	742,157	46,015
Aurora	206.7	.0858	29.2	11.8	25.8	20.3	14.7	78.0	1,371,568	316,564	126,553	256,400	79,335	224,766	21,076
Denver	499.4	.2073	32.0	13.2	22.9	16.2	26.9	228.7	3,795,998	698,725	584,466	333,266	324,428	471,399	89,362
• Denver	499.4	.2073	32.0	13.2	22.9	16.2	26.9	228.7	3,795,998	698,725	584,466	333,266	324,428	471,399	89,362
Douglas	36.9	.0153	31.4	6.7	18.5	28.1	15.2	11.9	87,575	30,868	8,252	167	2,757	11,037	1,986
Jefferson	434.8	.1805	30.7	10.4	21.2	23.0	17.8	163.4	2,976,088	713,969	279,889	370,562	178,173	691,940	75,084
Arvada	94.6	.0393	29.7	10.3	20.3	23.9	15.4	33.9	390,257	143,520	40,676	36,324	19,234	34,326	8,724
Lakewood	123.9	.0514	32.5	11.2	18.2	24.0	21.4	48.4	1,417,859	181,325	121,051	234,279	88,183	511,435	25,637
SUBURBAN TOTAL	1,135.7	.4715	30.0	11.0	21.3	22.3	17.1	428.1	7,667,766	1,631,667	677,410	1,083,573	445,871	1,750,694	168,632
DENVER - BOULDER CONSOLIDATED AREA	***1,854.1***	***.7698***	***30.5***	***12.4***	***22.0***	***20.3***	***19.7***	***742.0***	***12,986,520***	***2,680,013***	***1,429,610***	***1,558,156***	***876,970***	***2,528,024***	***292,127***
FORT COLLINS - LOVELAND	**178.4**	**.0741**	**28.9**	**17.7**	**21.8**	**17.8**	**18.8**	**67.9**	**987,155**	**213,723**	**93,574**	**121,916**	**53,161**	**192,521**	**18,225**
Larimer	178.4	.0741	28.9	17.7	21.8	17.8	18.8	67.9	987,155	213,723	93,574	121,916	53,161	192,521	18,225
• Fort Collins	75.9	.0315	26.4	27.1	22.7	14.7	15.8	28.8	631,135	134,358	58,295	96,891	38,910	113,835	10,275
• Loveland	36.4	.0151	31.4	10.5	20.5	18.8	23.8	14.3	234,969	51,095	17,053	17,759	8,208	60,856	6,308
SUBURBAN TOTAL	66.1	.0275	30.6	10.8	21.7	20.9	19.6	24.8	121,051	28,270	18,226	7,266	6,043	17,830	1,642
GREELEY	**138.8**	**.0576**	**28.8**	**15.2**	**19.0**	**18.1**	**20.2**	**50.6**	**585,777**	**142,955**	**53,221**	**69,070**	**26,265**	**137,445**	**14,801**
Weld	138.8	.0576	28.8	15.2	19.0	18.1	20.2	50.6	585,777	142,955	53,221	69,070	26,265	137,445	14,801
• Greeley	57.4	.0238	27.8	21.0	19.6	15.4	20.5	22.1	419,783	101,743	31,284	66,664	20,064	101,100	11,784
SUBURBAN TOTAL	81.4	.0338	29.6	11.1	18.4	20.1	20.0	28.5	165,994	41,212	21,937	2,406	6,201	36,345	3,017
PUEBLO	**125.4**	**.0521**	**32.0**	**11.3**	**16.6**	**17.8**	**27.1**	**47.9**	**635,619**	**163,377**	**62,240**	**99,523**	**36,762**	**103,596**	**17,671**
Pueblo	125.4	.0521	32.0	11.3	16.6	17.8	27.1	47.9	635,619	163,377	62,240	99,523	36,762	103,596	17,671
• Pueblo	100.3	.0416	32.0	11.7	16.8	16.8	28.2	39.2	592,908	150,491	59,232	95,925	35,644	100,413	16,326
SUBURBAN TOTAL	25.1	.0105	31.7	9.6	15.7	21.6	23.2	8.7	42,711	12,886	3,008	3,598	1,118	3,183	1,345
OTHER COUNTIES															
Alamosa	12.5	.0052	27.7	17.3	17.6	16.7	20.4	4.5	97,366	26,782	8,085	7,544	4,446	17,403	4,005
Archuleta	4.4	.0018	31.8	7.8	17.9	19.6	24.8	1.8	33,354	8,055	2,366		357	3,380	875
Baca	5.3	.0022	34.5	9.1	15.0	18.1	31.1	1.9	37,289	3,773	1,754	989	163	8,033	738
Bent	5.7	.0023	35.0	8.1	14.5	17.5	32.5	2.0	18,339	6,445	405	962	80	5,519	1,291

COLO. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Chaffee	13.2	.0055	31.6	12.2	18.1	18.4	25.5	5.0	82,061	24,331	5,955	5,603	1,530	13,552	1,680
Cheyenne	2.4	.0010	34.0	8.5	15.6	15.1	33.4	1.0	8,560	2,877	1,275		317	1,764	177
Clear Creek	7.3	.0030	29.8	10.2	29.0	19.2	15.8	3.0	33,938	8,205	9,900	610	216	2,642	1,002
Conejos	8.2	.0034	28.9	9.9	14.4	16.9	24.3	2.7	16,175	6,572	320	2,069	145	218	1,979
Costilla	3.6	.0015	33.3	9.4	13.7	18.0	29.7	1.2	3,347	884	289	335	120	164	
Crowley	3.1	.0013	40.3	7.8	12.8	16.4	39.5	1.2	3,575	239	260		109	1,009	451
Custer	2.0	.0008	33.7	8.7	16.8	19.6	28.2	.6	5,365	1,524	438			110	116
Delta	23.7	.0099	36.2	8.0	14.9	17.6	34.0	9.3	101,499	30,286	5,646	5,560	4,074	20,653	3,131
Dolores	1.8	.0008	32.3	9.7	15.0	19.4	26.5	.6	5,253	2,189	525			1,866	
Eagle	17.0	.0070	28.5	17.5	35.7	17.0	9.8	7.0	209,960	46,418	39,723	204	6,281	9,380	6,185
Elbert	8.5	.0036	31.4	7.0	20.1	22.4	20.3	2.9	5,075	2,769	433		85	119	140
Fremont	31.8	.0132	35.2	8.8	16.6	17.5	32.7	12.0	115,170	33,986	11,757	13,516	3,512	18,546	6,404
Garfield	25.9	.0108	30.3	12.0	22.6	19.2	20.1	9.9	257,861	64,570	27,233	15,248	7,385	58,969	9,815
Gilpin	2.7	.0011	31.4	7.1	29.7	22.9	16.4	1.2	3,987	361	1,484		59	105	131
Grand	9.3	.0038	29.2	12.9	26.6	19.1	15.6	3.7	59,865	14,829	9,771	787	899	6,142	3,002
Gunnison	10.9	.0046	25.8	29.4	23.8	15.4	12.7	4.1	73,303	17,460	12,141	295	1,926	12,513	2,392
Hinsdale	.5	.0002	32.0	8.6	24.4	23.0	19.8	.2	4,445	1,034	534				
Huerfano	6.8	.0028	36.5	7.7	13.5	16.3	35.5	2.7	36,093	13,822	3,182	259	884	3,077	936
Jackson	1.9	.0008	31.0	10.8	19.1	22.5	19.9	.7	8,076	2,652	772		106	1,774	134
Kiowa	1.9	.0008	41.1	7.4	11.9	16.9	40.8	.7	5,681	2,383	769				764
Kit Carson	7.6	.0032	33.2	9.5	15.2	18.1	29.2	2.9	52,233	13,258	2,502	2,649	732	14,791	2,977
Lake	7.8	.0032	26.2	16.8	22.3	17.7	12.7	2.6	31,715	9,259	2,455	329	439	3,366	3,445
La Plata	32.0	.0133	29.3	17.2	19.8	18.0	20.7	11.7	216,966	53,133	26,552	13,882	12,116	31,640	2,797

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COLO. (cont.)

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Las Animas	14.5	.0060	34.5	11.0	14.0	14.9	34.3	5.6	45,829	15,613	3,336	3,174	1,580	9,416	1,941
Lincoln	4.6	.0019	38.3	9.5	13.0	18.9	35.5	1.8	63,708	7,822	7,584	1,957	478	12,213	2,021
Logan	19.8	.0082	31.2	13.6	15.3	17.2	27.0	7.7	140,130	24,269	9,849	11,813	5,268	44,346	2,827
Mesa	94.7	.0394	30.9	12.0	19.3	18.4	23.7	35.6	753,451	154,698	56,175	85,305	40,405	155,983	18,666
Mineral	.8	.0003	32.1	10.1	19.2	22.9	21.7	.3	3,367	915	240			56	
Moffat	16.2	.0067	28.2	12.5	22.6	19.2	15.3	5.8	106,119	29,300	8,190	6,991	3,023	24,789	1,333
Montezuma	19.3	.0080	30.8	9.9	16.7	19.4	23.5	6.8	124,851	31,841	10,352	7,690	3,512	24,077	2,625
Montrose	26.3	.0109	32.6	9.0	16.5	20.5	25.5	9.7	133,523	33,186	9,414	12,614	5,459	27,168	3,151
Morgan	23.1	.0096	31.7	10.8	16.5	17.7	26.7	8.6	141,512	36,596	11,474	15,985	4,205	28,338	2,643
Otero	21.3	.0089	32.7	9.9	14.5	17.2	29.5	8.1	92,199	23,818	8,096	16,744	5,754	10,164	2,423
Ouray	2.3	.0009	33.8	6.6	19.8	21.5	26.2	.7	7,545	964	2,530	183	70	105	121
Park	7.3	.0031	30.6	6.9	25.3	22.0	16.9	2.7	9,911	1,827	2,197	1,194	106	922	201
Phillips	4.4	.0018	36.9	8.2	14.0	17.5	34.9	1.8	24,434	6,138	1,045	727		11,261	800
Pitkin	11.4	.0047	30.3	14.0	37.4	22.8	9.8	5.1	181,258	20,701	48,607	72	11,061	1,719	12,594
Prowers	14.1	.0059	30.8	10.6	16.0	17.3	26.1	5.4	97,674	20,720	9,572	5,427	3,851	17,507	2,935
Rio Blanco	6.5	.0026	28.2	14.7	18.3	19.1	18.4	2.3	24,943	10,303	2,332	108	652	2,749	514
Rio Grande	10.9	.0046	32.1	9.8	15.4	18.4	27.1	3.6	55,343	17,848	2,574	2,167	3,083	7,764	3,545
Routt	15.4	.0064	28.9	13.2	32.3	18.4	11.9	5.9	95,305	21,928	13,974	529	4,910	7,896	2,451
Saguache	3.9	.0016	31.3	10.3	15.8	16.9	27.3	1.4	7,417	1,594	416		69	2,451	
San Juan	1.0	.0004	28.3	11.5	27.2	17.7	14.1	.4	6,034	456	1,446				855
San Miguel	3.6	.0015	29.5	9.9	35.9	17.8	12.4	1.4	12,637	3,730	2,772	696	236	76	173
Sedgwick	3.2	.0013	38.1	7.9	13.0	17.6	36.3	1.4	20,849	4,197	929	144	765	8,478	1,614
Summit	11.1	.0046	28.0	19.1	38.4	16.3	7.0	4.7	151,299	29,641	31,510	278	5,591	8,024	3,285
Teller	11.4	.0048	31.9	7.2	22.1	22.9	20.3	4.2	45,686	16,126	5,794	2,258	1,170	1,640	456
Washington	5.3	.0022	35.6	8.6	14.9	18.0	32.9	2.0	20,615	5,123	1,845	1,908	211	3,479	1,118
Yuma	9.9	.0041	34.0	8.6	15.2	18.3	30.1	3.9	59,064	16,828	2,566	3,027	1,617	13,222	1,085
TOTAL METRO COUNTIES	**2,649.6**	**1.1001**	**30.1**	**13.3**	**21.4**	**19.8**	**19.7**	**1,039.4**	**17,430,024**	**3,605,209**	**1,860,359**	**2,156,657**	**1,113,014**	**3,456,109**	**377,267**
TOTAL STATE	**3,269.7**	**1.3576**	**30.3**	**13.0**	**21.1**	**19.5**	**20.5**	**1,273.4**	**21,383,278**	**4,539,487**	**2,291,704**	**2,408,489**	**1,262,071**	**4,116,687**	**501,211**

COLO.

S&MM ESTIMATES

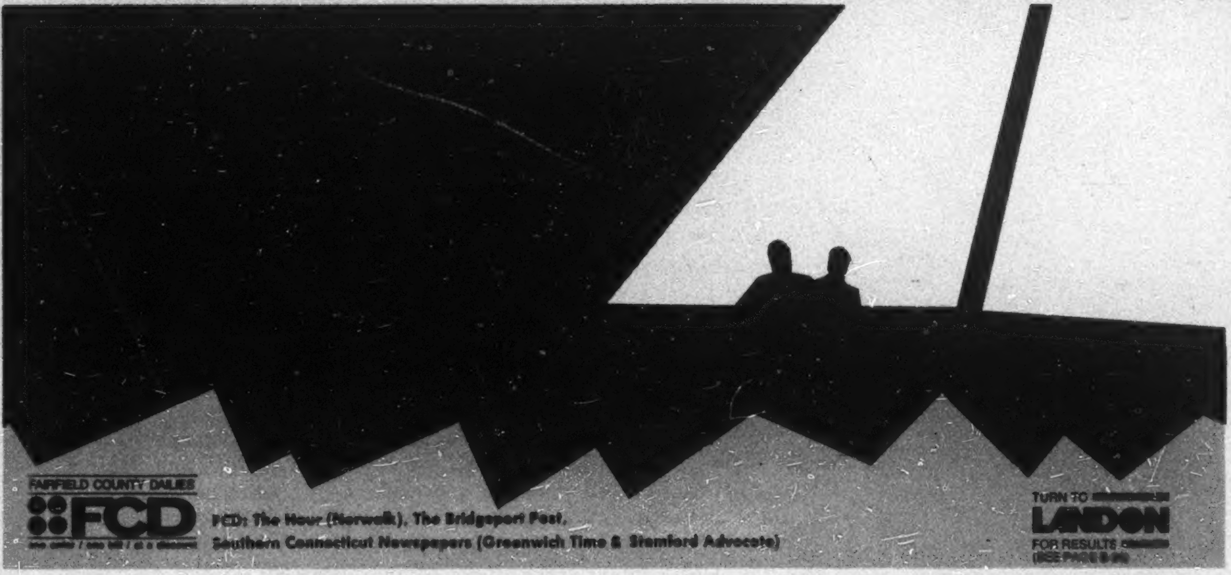
EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
BOULDER - LONGMONT	**2,838,830**	**26,822**	**22.0**	**28.9**	**17.6**	**16.8**	**.1016**
Boulder	2,838,830	26,822	22.0	28.9	17.6	16.8	.1016
• Boulder	1,028,141	22,676	25.5	25.6	14.2	15.9	.0436
• Longmont	599,274	26,790	21.7	34.8	18.6	11.4	.0229
SUBURBAN TOTAL	1,211,415	30,396	18.7	28.4	20.4	20.9	.0351
COLORADO SPRINGS	**3,982,489**	**23,147**	**26.7**	**29.7**	**15.8**	**12.1**	**.1485**
El Paso	3,982,489	23,147	26.7	29.7	15.8	12.1	.1485
• Colorado Springs	2,960,658	22,758	26.6	29.2	15.3	12.2	.1174
SUBURBAN TOTAL	1,021,831	24,441	26.9	31.9	17.5	11.7	.0311
DENVER	**22,874,225**	**28,692**	**20.1**	**28.6**	**19.8**	**18.4**	**.7907**
Adams	3,261,409	27,889	20.8	33.6	21.0	13.3	.1189
Thornton	525,938	28,928	18.5	37.2	23.0	11.6	.0217
Westminster	731,085	30,400	17.2	34.6	25.9	13.4	.0236
Arapahoe	5,845,563	32,371	17.7	28.4	22.3	22.8	.1979
Aurora	2,707,848	30,235	18.9	33.0	22.8	16.6	.0950
Denver	6,674,165	21,696	25.4	27.3	14.2	12.5	.2422
• Denver	6,674,165	21,696	25.4	27.3	14.2	12.5	.2422
Douglas	556,734	39,833	11.3	24.1	24.3	34.4	.0149
Jefferson	6,536,354	34,471	15.1	27.8	24.3	24.6	.2168
Arvada	1,328,846	35,557	13.9	27.6	28.2	23.1	.0400
Lakewood	1,902,168	33,352	16.4	28.1	22.6	24.4	.0747
SUBURBAN TOTAL	16,200,060	32,182	17.2	29.4	22.8	21.5	.5485
DENVER - BOULDER CONSOLIDATED AREA	***25,713,055***	***28,473***	***20.3***	***28.6***	***19.7***	***18.2***	***.8923***
FORT COLLINS - LOVELAND	**2,007,809**	**23,419**	**25.1**	**29.2**	**16.4**	**12.2**	**.0719**
Larimer	2,007,809	23,419	25.1	29.2	16.4	12.2	.0719
• Fort Collins	827,222	21,510	26.2	26.8	15.1	11.7	.0346
• Loveland	416,316	23,715	25.1	30.3	17.3	10.7	.0155
SUBURBAN TOTAL	764,271	25,462	23.8	31.8	17.3	13.5	.0218
GREELEY	**1,344,039**	**21,170**	**26.1**	**30.5**	**13.8**	**8.6**	**.0481**
Weld	1,344,039	21,170	26.1	30.5	13.8	8.6	.0481
• Greeley	576,523	19,413	26.4	27.1	12.9	8.6	.0241
SUBURBAN TOTAL	767,516	22,421	25.9	33.0	14.5	8.6	.0240
PUEBLO	**1,208,555**	**19,785**	**26.0**	**27.4**	**13.5**	**8.6**	**.0456**
Pueblo	1,208,555	19,785	26.0	27.4	13.5	8.6	.0456
• Pueblo	972,160	19,099	26.4	26.5	13.1	8.3	.0384
SUBURBAN TOTAL	236,395	22,824	24.9	31.8	15.0	9.7	.0072
OTHER COUNTIES							
Alamosa	109,344	16,744	28.3	26.2	9.0	7.4	.0051
Archuleta	39,409	16,673	29.5	26.5	8.0	6.6	.0018
Baca	32,339	12,230	33.8	16.1	6.2	4.1	.0018

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
Bent	44,879	15,919	36.9	22.5	10.0	4.3	.0017
Chaffee	130,493	21,480	27.3	32.4	13.8	7.3	.0052
Cheyenne	18,972	14,324	33.7	23.9	5.7	4.3	.0007
Clear Creek	83,467	23,455	24.1	36.4	16.2	8.3	.0028
Conejos	38,153	11,556	37.6	15.7	3.4	.6	.0017
Costilla	20,024	11,135	31.1	16.5	3.8	3.6	.0008
Crowley	21,455	13,686	36.8	21.3	5.1	3.3	.0007
Custer	10,379	13,818	33.6	24.2	4.7	2.0	.0004
Delta	205,870	16,004	31.0	24.6	10.8	5.4	.0079
Dolores	13,675	18,750	25.6	29.5	10.8	7.0	.0005
Eagle	251,535	29,904	17.9	31.3	22.1	18.0	.0104
Elbert	78,137	21,941	25.5	26.7	17.4	9.5	.0023
Fremont	270,860	16,475	29.6	27.3	8.5	4.7	.0099
Garfield	307,891	26,361	22.5	28.1	19.5	13.7	.0132
Gilpin	33,385	25,286	20.3	36.4	16.3	9.3	.0009
Grand	101,934	23,579	24.2	35.8	14.2	9.3	.0038
Gunnison	125,463	23,258	23.3	28.9	14.2	13.8	.0049
Hinsdale	6,060	23,273	25.5	35.0	11.5	12.5	.0002
Huerfano	49,421	13,000	31.0	20.2	7.3	4.0	.0021
Jackson	16,278	19,583	30.1	34.1	9.9	4.6	.0006
Kiowa	17,527	18,632	29.3	26.7	10.6	9.1	.0007
Kit Carson	66,647	18,405	27.4	28.5	11.1	5.9	.0028
Lake	78,232	27,584	20.8	37.9	22.0	7.7	.0028
La Plata	329,800	21,445	26.7	28.1	14.3	10.8	.0132
Las Animas	111,339	14,931	28.7	23.1	10.3	4.1	.0042
Lincoln	40,814	17,277	29.9	26.9	9.8	6.3	.0025
Logan	186,097	19,099	30.0	29.6	11.2	6.5	.0080
Mesa	1,041,793	23,361	24.6	28.8	16.6	12.1	.0426
Mineral	7,928	21,000	28.6	28.7	14.0	9.7	.0004
Moffat	171,571	26,275	21.3	36.6	19.8	9.1	.0066
Montezuma	175,963	20,024	27.8	26.7	15.5	7.8	.0075
Montrose	273,404	22,230	27.3	32.6	13.3	10.2	.0099
Morgan	213,966	19,466	29.5	27.7	13.4	7.5	.0088
Otero	166,975	15,528	31.4	24.9	8.2	4.9	.0068
Ouray	17,374	18,696	29.6	26.4	11.1	8.6	.0006
Park	76,401	24,145	23.8	31.9	17.0	10.1	.0021
Phillips	41,986	16,909	31.3	24.9	9.5	7.2	.0018
Pitkin	170,728	25,772	26.6	28.4	14.5	17.2	.0078
Prowers	117,549	16,462	28.5	25.9	9.1	6.1	.0054
Rio Blanco	78,682	30,167	18.7	29.9	24.7	14.9	.0025
Rio Grande	108,602	23,208	21.9	26.2	17.6	13.2	.0042
Routt	182,362	26,463	22.5	33.6	18.9	12.8	.0064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Southern Connecticut Newspapers (Greenwich Time & Stamford Advocate)
TURN TO
LANDON
FOR RESULTS

COLO. (cont.)
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Saguache	30,560	15,917	33.3	22.3	7.9	7.3	.0012
San Juan	9,295	20,231	28.8	33.4	12.8	4.5	.0002
San Miguel	29,547	17,125	31.1	30.1	7.5	4.8	.0011
Sedgwick	30,979	17,780	35.0	27.4	9.7	4.9	.0013
Summit	159,359	28,204	21.3	32.7	20.0	15.9	.0070
Teller	96,994	18,891	29.7	28.9	11.5	6.6	.0037
Washington	49,852	21,182	26.4	31.6	12.9	8.2	.0018
Yuma	92,681	17,144	28.9	24.9	11.3	7.2	.0038
TOTAL METRO COUNTIES	**34,255,947**	**26,624**	**22.0**	**28.9**	**18.3**	**16.1**	**1.2064**
TOTAL STATE	**40,440,377**	**25,419**	**22.9**	**28.7**	**17.5**	**14.8**	**1.4535**

CONNECTICUT

CONN.
S&MM ESTIMATES

POPULATION—12/31/85 | RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Applianc. ($000)	Automotive ($000)	Drug ($000)
BRIDGEPORT - STAMFORD -															
NORWALK - DANBURY	**820.2**	**.3406**	**35.1**	**9.8**	**15.6**	**21.4**	**28.6**	**292.5**	**6,593,688**	**1,277,804**	**619,358**	**771,890**	**332,131**	**1,314,188**	**149,677**
Fairfield	820.2	.3406	35.1	9.8	15.6	21.4	28.6	292.5	6,593,688	1,277,804	619,358	771,890	332,131	1,314,188	149,677
• Bridgeport	142.6	.0592	31.9	12.5	16.7	15.5	29.4	53.6	770,552	169,784	72,295	74,336	41,606	129,504	23,795
• Danbury	63.8	.0265	32.1	11.5	18.8	20.1	24.6	22.8	738,263	131,999	63,132	86,452	39,941	155,715	8,849
Fairfield	53.4	.0222	37.4	11.9	13.2	20.7	32.9	18.2	528,016	103,109	56,091	58,081	29,776	112,392	13,172
Greenwich	58.8	.0244	39.6	7.8	13.3	22.9	34.4	21.9	602,497	87,085	58,986	26,853	23,082	220,100	9,595
• Norwalk	78.5	.0326	34.0	10.4	18.1	20.9	27.4	29.4	789,882	177,501	60,937	100,356	44,188	157,535	5,480
• Stamford	102.2	.0424	35.7	9.4	17.4	20.7	30.3	39.3	932,271	148,898	78,540	206,672	53,624	141,549	20,196
Stratford	50.5	.0210	39.3	9.0	14.7	18.0	37.4	19.0	296,039	58,608	36,128	18,338	12,561	67,936	11,235
SUBURBAN TOTAL	433.1	.1799	36.6	8.6	13.8	23.9	28.9	147.4	3,362,720	649,622	344,454	304,074	152,772	729,885	91,357
HARTFORD - NEW BRITAIN -															
MIDDLETOWN - BRISTOL	**1,075.4**	**.4465**	**33.3**	**11.8**	**17.3**	**19.5**	**27.5**	**394.1**	**7,439,951**	**1,488,135**	**771,467**	**805,041**	**346,265**	**1,530,476**	**252,267**
Hartford	816.1	.3388	33.9	11.2	17.0	19.3	28.8	303.8	6,036,969	1,158,186	633,152	654,758	296,252	1,244,678	203,433

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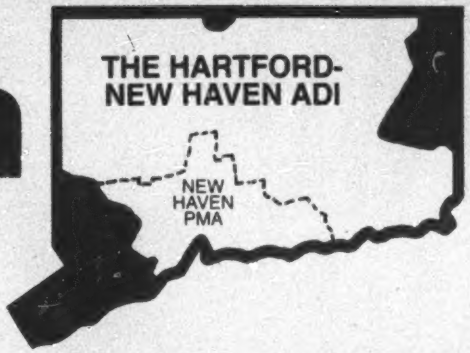
*SOURCES: S&MM, Survey of Buying Power; 1985 Control Data Corp. 1984 Household Estimates; ANM, 1985-86



New Haven Register
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CONN. (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
• Bristol	58.8	.0244	32.6	11.8	17.6	18.8	26.9	21.8	469,201	91,425	29,652	40,367	24,213	156,821	14,903
East Hartford	51.8	.0215	33.9	12.5	17.8	18.5	29.6	20.2	500,457	73,507	39,154	36,944	9,388	147,784	12,981
Enfield	42.1	.0175	31.7	11.5	16.3	22.6	22.0	13.5	391,622	61,585	33,108	97,322	20,818	52,579	10,629
• Hartford	135.2	.0561	29.6	15.0	17.6	15.7	24.7	52.4	742,471	100,365	146,680	79,961	42,555	124,361	34,432
Manchester	49.0	.0203	34.1	10.3	18.6	18.2	30.2	18.8	475,766	107,586	39,185	59,651	15,407	119,297	10,889
• New Britain	72.2	.0300	33.8	15.0	17.4	14.1	33.8	29.0	310,242	67,510	33,483	26,067	9,227	73,429	15,685
West Hartford	60.0	.0249	42.5	8.2	13.4	18.5	41.0	23.7	629,873	106,978	51,982	108,062	54,291	74,777	18,863
Middlesex	136.4	.0566	33.5	10.6	18.3	20.2	27.1	50.5	869,142	170,168	91,652	98,027	39,724	195,893	31,689
• Middletown	39.8	.0165	31.9	15.2	18.8	17.3	26.8	15.0	276,288	53,658	28,706	50,286	14,365	53,471	13,152
Tolland	122.9	.0511	29.6	17.1	19.1	20.2	19.5	39.8	533,840	159,781	46,663	52,256	10,289	89,905	17,145
SUBURBAN TOTAL	769.4	.3195	34.0	10.7	17.2	20.9	27.5	275.9	5,641,749	1,175,177	532,946	608,340	255,905	1,122,394	174,095
NEW HAVEN - WATERBURY - MERIDEN	**773.5**	**.3212**	**33.7**	**11.3**	**17.1**	**18.4**	**29.4**	**284.4**	**4,949,886**	**1,083,654**	**500,443**	**614,325**	**225,695**	**919,342**	**135,895**
New Haven	773.5	.3212	33.7	11.3	17.1	18.4	29.4	284.4	4,949,886	1,083,654	500,443	614,325	225,695	919,342	135,895
Hamden	51.3	.0213	37.9	12.1	15.2	17.1	36.4	19.3	417,235	81,132	38,019	76,243	11,190	83,097	12,531
• Meriden	58.3	.0242	33.2	10.9	17.9	17.5	29.3	22.1	329,000	52,897	23,569	32,573	18,711	79,069	10,319
• Milford	51.8	.0215	33.4	10.4	18.1	19.8	27.3	18.4	456,059	92,539	52,858	39,443	39,612	89,964	7,994
• New Haven	124.4	.0517	30.2	16.6	19.0	14.5	26.4	47.5	572,978	98,724	95,192	84,725	32,630	69,503	19,232
• Waterbury	103.2	.0429	34.6	11.2	15.7	16.2	33.1	39.1	786,403	185,550	62,439	124,903	27,096	107,110	19,931
West Haven	53.6	.0223	34.0	12.0	18.9	17.3	30.8	20.9	255,663	67,913	36,525	19,534	9,368	52,477	7,984
SUBURBAN TOTAL	435.8	.1809	34.8	10.0	16.7	20.0	29.7	157.3	2,805,446	653,944	266,385	332,631	107,646	573,696	78,419
NEW LONDON - NORWICH	**246.4**	**.1023**	**31.3**	**13.4**	**17.7**	**18.7**	**24.8**	**89.2**	**1,609,452**	**319,262**	**168,193**	**123,311**	**72,705**	**405,629**	**40,035**
New London	246.4	.1023	31.3	13.4	17.7	18.7	24.8	89.2	1,609,452	319,262	168,193	123,311	72,705	405,629	40,035
Groton (town)	41.9	.0174	27.4	18.7	21.1	15.5	18.4	13.9	305,444	55,950	42,017	33,207	12,442	50,875	6,549
• New London	28.5	.0118	28.8	23.5	16.5	12.9	26.8	10.9	311,152	29,466	25,998	43,465	19,892	110,180	7,201
• Norwich	38.6	.0160	33.0	12.3	16.6	16.4	30.3	15.3	361,190	80,006	23,443	19,948	21,242	127,581	9,700
SUBURBAN TOTAL	179.3	.0745	31.4	12.1	18.2	20.1	23.3	63.0	937,110	209,790	118,752	59,896	31,571	167,868	23,134
OTHER COUNTIES															
Litchfield	163.9	.0681	34.5	8.9	17.2	20.1	29.0	60.2	869,227	235,733	74,133	48,168	28,116	222,668	22,877
Windham	96.5	.0400	31.8	11.8	17.0	18.2	26.3	34.5	446,784	110,919	43,780	20,880	15,415	104,162	16,355
TOTAL METRO COUNTIES	**2,915.5**	**1.2106**	**33.7**	**11.2**	**16.9**	**19.7**	**28.1**	**1,060.2**	**20,592,977**	**4,168,855**	**2,059,461**	**2,314,567**	**976,796**	**4,169,635**	**577,874**
TOTAL STATE	**3,175.9**	**1.3187**	**33.7**	**11.1**	**16.9**	**19.7**	**28.1**	**1,154.9**	**21,908,988**	**4,515,507**	**2,177,374**	**2,383,615**	**1,020,327**	**4,496,465**	**617,106**

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BRIDGEPORT CONNECTICUT
POST TELEGRAM

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CONN.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	14,839,344	36,886	14.8	21.5	17.8	34.9	.4748
Fairfield	14,839,344	36,886	14.8	21.5	17.8	34.9	.4748
• Bridgeport	1,642,358	22,757	23.0	26.4	15.5	13.6	.0577
• Danbury	935,074	32,844	17.5	24.6	20.7	25.7	.0379
Fairfield	1,002,856	42,320	12.8	20.2	19.2	40.5	.0337
Greenwich	1,541,344	47,584	11.8	17.7	15.2	47.8	.0454
• Norwalk	1,336,759	35,588	15.4	23.0	19.2	31.7	.0474
• Stamford	1,922,713	36,075	15.8	21.4	17.5	34.0	.0629
Stratford	810,369	35,000	14.7	24.6	22.1	28.0	.0250
SUBURBAN TOTAL	9,002,440	45,383	11.1	19.0	17.8	44.9	.2689
HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL	15,535,093	31,464	17.5	26.9	20.7	22.8	.5267
Hartford	11,905,724	31,024	18.0	26.5	20.1	22.8	.4101
• Bristol	803,134	29,935	18.3	30.7	21.3	18.9	.0293
East Hartford	725,362	30,034	18.9	30.1	21.1	18.3	.0280
Enfield	550,237	35,923	13.7	26.1	28.9	23.4	.0218
• Hartford	1,358,208	18,020	28.0	24.8	11.8	8.8	.0514
Manchester	732,730	31,419	17.7	31.0	21.0	21.1	.0274
• New Britain	924,549	24,347	23.1	29.4	17.1	13.2	.0292
West Hartford	1,185,450	37,347	15.4	21.9	18.8	34.2	.0397
Middlesex	2,014,545	32,698	16.4	27.1	22.6	23.1	.0660
• Middletown	531,225	27,801	20.6	27.7	19.7	18.0	.0187
Tolland	1,614,824	33,044	15.7	28.3	23.4	22.7	.0506
SUBURBAN TOTAL	11,917,977	34,942	14.6	26.6	22.8	27.2	.3981
NEW HAVEN - WATERBURY - MERIDEN	11,002,198	30,452	17.9	25.7	19.8	22.5	.3671
New Haven	11,002,198	30,452	17.9	25.7	19.8	22.5	.3671
Hamden	803,710	32,960	17.2	24.8	21.4	25.1	.0276
• Meriden	816,595	29,743	19.0	28.8	20.4	19.8	.0265
• Milford	806,527	37,240	12.1	25.4	25.4	29.0	.0285
• New Haven	1,380,445	19,582	24.7	24.6	13.3	11.3	.0473
• Waterbury	1,256,674	24,428	21.8	26.3	16.7	15.3	.0479
West Haven	731,437	28,511	19.4	27.9	19.9	15.4	.0230
SUBURBAN TOTAL	6,741,957	34,518	15.4	25.4	21.8	27.3	.2169
NEW LONDON - NORWICH	3,516,288	30,506	17.8	28.4	20.0	21.7	.1178
New London	3,516,288	30,506	17.8	28.4	20.0	21.7	.1178
Groton (town)	583,008	29,171	19.7	32.4	18.3	20.4	.0205
• New London	364,289	22,825	23.4	27.2	15.4	13.3	.0156
• Norwich	503,615	25,731	21.2	29.0	17.5	14.9	.0200
SUBURBAN TOTAL	2,648,384	32,988	15.9	28.5	21.3	24.9	.0822
OTHER COUNTIES							
Litchfield	2,445,475	31,968	17.7	27.2	21.6	22.7	.0760
Windham	1,164,590	26,780	21.6	29.2	19.1	15.6	.0384
TOTAL METRO COUNTIES	44,892,923	32,360	16.9	25.1	19.6	26.0	1.4864
TOTAL STATE	48,502,988	32,156	17.1	25.3	19.7	25.5	1.6008

DELAWARE

DEL.
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
WILMINGTON	542.1	.2251	31.8	12.2	17.2	19.5	25.0	192.6	3,456,960	653,701	274,140	470,015	171,111	815,618	108,958
New Castle	407.6	.1693	31.7	13.0	17.3	19.5	24.9	145.6	2,914,592	549,278	228,801	441,759	152,827	685,174	92,879
• Wilmington	69.5	.0289	33.2	10.3	16.4	15.7	31.4	27.2	526,350	49,434	50,266	17,542	24,663	164,930	30,464
Cecil, Md.	*66.3*	*.0275*	*31.4*	*10.1*	*16.9*	*20.3*	*23.6*	*22.4*	*309,868*	*55,527*	*25,037*	*15,185*	*6,711*	*75,419*	*7,613*
Salem, N. J.	*68.2*	*.0283*	*33.1*	*9.7*	*16.1*	*18.9*	*28.0*	*24.6*	*232,500*	*48,896*	*20,303*	*13,071*	*11,573*	*55,025*	*8,466*
SUBURBAN TOTAL	472.6	.1962	31.6	12.5	17.1	20.1	24.2	165.4	2,930,610	604,267	223,874	452,473	146,448	650,688	78,494
OTHER COUNTIES															
Kent	105.5	.0438	29.6	13.5	17.5	19.8	20.7	36.1	645,168	117,406	44,597	94,210	18,483	167,286	17,241
Sussex	108.3	.0449	34.3	9.9	15.8	18.1	30.8	39.7	656,240	137,025	75,033	46,501	34,554	96,015	24,173
TOTAL METRO COUNTIES	407.6	.1693	31.7	13.0	17.3	19.5	24.9	145.6	2,914,592	549,278	228,801	441,759	152,827	685,174	92,879
TOTAL STATE	621.4	.2580	31.8	12.5	17.1	19.3	25.2	221.4	4,216,000	803,709	348,431	582,470	205,864	948,475	134,293

DEL.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
WILMINGTON	7,074,002	28,754	19.4	27.4	19.9	18.8	.2457
New Castle	5,419,540	28,759	19.4	27.3	19.4	19.2	.1933
• Wilmington	727,110	17,343	27.0	22.9	11.9	9.4	.0301
Cecil, Md.	*711,006*	*26,549*	*21.4*	*31.8*	*19.4*	*13.1*	*.0249*
Salem, N. J.	*943,456*	*31,621*	*13.2*	*23.3*	*22.7*	*22.0*	*.0275*
SUBURBAN TOTAL	6,346,892	30,495	18.2	28.1	21.2	20.4	.2156
OTHER COUNTIES							
Kent	1,082,585	22,015	26.9	28.8	16.4	9.5	.0420
Sussex	1,067,870	19,841	29.1	28.7	13.7	7.2	.0421
TOTAL METRO COUNTIES	5,419,540	28,759	19.4	27.3	19.4	19.2	.1933
TOTAL STATE	7,569,995	25,647	22.3	27.8	17.9	15.5	.2774

DISTRICT OF COLUMBIA

D.C.
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
WASHINGTON	3,492.5	1.4504	31.5	11.7	20.5	22.3	20.5	1,291.8	25,219,988	4,733,764	2,554,070	3,078,585	1,560,932	6,002,162	899,702
District of Columbia	621.0	.2579	32.8	13.6	20.4	18.9	26.6	253.7	3,298,998	583,418	711,749	320,012	191,028	189,795	155,449
• Washington	621.0	.2579	32.8	13.6	20.4	18.9	26.6	253.7	3,298,998	583,418	711,749	320,012	191,028	189,795	155,449
Calvert, Md.	*42.6*	*.0177*	*30.6*	*9.0*	*18.7*	*20.6*	*21.2*	*13.8*	*108,597*	*33,630*	*14,338*	*6,701*	*1,997*	*15,520*	*4,255*
Charles, Md.	*86.5*	*.0360*	*28.7*	*10.2*	*18.4*	*23.0*	*15.5*	*26.4*	*300,406*	*81,838*	*23,747*	*11,056*	*9,960*	*62,696*	*39,760*
Frederick, Md.	*131.8*	*.0547*	*31.0*	*10.9*	*19.1*	*20.8*	*21.7*	*44.1*	*740,264*	*162,271*	*64,325*	*97,028*	*28,876*	*173,170*	*16,548*

D.C. (cont.)

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
• Frederick	33.2	.0138	31.9	13.4	20.3	15.6	28.1	12.9	514,687	129,697	40,932	79,827	20,056	115,194	11,871
Montgomery, Md.	630.0	.2616	33.6	9.8	18.6	23.0	24.4	235.3	5,529,957	999,070	410,544	715,919	408,365	1,442,107	172,142
Rockville	46.3	.0192	31.6	10.7	18.9	23.6	19.9	15.9	689,912	124,943	58,704	42,396	77,636	202,441	14,282
Prince George's, Md.	677.0	.2811	29.4	13.9	20.7	21.5	17.0	237.8	5,175,984	1,051,082	428,520	669,073	274,094	1,300,156	167,971
Alexandria city, Va.	110.8	.0460	32.5	12.0	28.1	19.9	23.3	54.3	1,099,516	140,376	116,304	170,041	61,289	387,283	30,048
Alexandria	110.8	.0460	32.5	12.0	28.1	19.9	23.3	54.3	1,099,516	140,376	116,304	170,041	61,289	387,283	30,048
Arlington, Va.	155.4	.0646	33.4	13.6	25.9	19.4	26.5	73.3	1,185,426	203,669	153,264	86,172	70,047	421,166	59,765
• Arlington	155.4	.0646	33.4	13.6	25.9	19.4	26.5	73.3	1,185,426	203,669	153,264	86,172	70,047	421,166	59,765
Fairfax, Va.	690.9	.2869	31.7	9.9	19.9	26.1	17.4	245.2	5,004,627	938,398	423,246	680,209	367,946	1,194,679	166,098
Fairfax city, Va.	19.6	.0081	31.4	13.6	20.0	22.2	20.6	7.1	721,592	80,645	54,552	140,347	55,475	234,685	24,939
Fairfax	19.6	.0081	31.4	13.6	20.0	22.2	20.6	7.1	721,592	80,645	54,552	140,347	55,475	234,685	24,939
Falls Church city, Va.	9.1	.0038	36.8	8.9	21.0	21.3	31.6	4.2	268,429	26,525	15,737	55,404	10,761	108,509	7,454
Falls Church	9.1	.0038	36.8	8.9	21.0	21.3	31.6	4.2	268,429	26,525	15,737	55,404	10,761	108,509	7,454
Loudoun, Va.	68.7	.0286	30.8	8.5	20.0	24.7	17.0	22.7	360,150	123,110	20,963	16,142	18,517	65,435	18,373
Manassas city, Va.	17.2	.0071	28.6	11.0	23.9	20.0	14.7	5.8	273,818	53,239	16,837	15,107	7,107	121,219	4,842
Manassas	17.2	.0071	28.6	11.0	23.9	20.0	14.7	5.8	273,818	53,239	16,837	15,107	7,107	121,219	4,842
Manassas Park city, Va.	6.9	.0029	25.5	13.0	21.1	19.2	10.8	2.1	15,183	7,600	1,176		719	2,740	1,278
Manassas Park	6.9	.0029	25.5	13.0	21.1	19.2	10.8	2.1	15,183	7,600	1,176		719	2,740	1,278
Prince William, Va.	173.9	.0722	27.6	11.2	22.0	24.5	9.2	50.7	960,316	186,957	80,955	83,317	53,579	253,967	29,727
Stafford, Va.	51.1	.0212	29.6	10.7	19.2	23.3	16.3	15.3	178,735	61,936	17,813	12,057	1,172	29,035	1,053
SUBURBAN TOTAL	2,682.9	1.1141	31.1	11.1	20.1	23.3	18.8	951.9	20,220,877	3,816,980	1,648,125	2,592,574	1,279,801	5,276,007	672,617
TOTAL METRO COUNTIES	**621.0**	**.2579**	**32.8**	**13.6**	**20.4**	**18.9**	**26.6**	**253.7**	**3,298,998**	**583,418**	**711,749**	**320,012**	**191,028**	**189,795**	**155,449**
TOTAL STATE	**621.0**	**.2579**	**32.8**	**13.6**	**20.4**	**18.9**	**26.6**	**253.7**	**3,298,998**	**583,418**	**711,749**	**320,012**	**191,028**	**189,795**	**155,449**

D.C.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
WASHINGTON	**56,708,739**	**35,172**	**15.4**	**24.6**	**19.8**	**30.5**	**1.8447**
District of Columbia	9,564,996	23,808	22.4	24.8	14.3	18.6	.2933
• Washington	9,564,996	23,808	22.4	24.8	14.3	18.6	.2933
Calvert, Md.	443,760	28,416	19.0	30.3	21.1	15.2	.0136
Charles, Md.	926,402	31,825	15.9	28.9	26.0	17.5	.0301
Frederick, Md.	1,495,971	29,004	20.0	29.9	21.7	16.1	.0537
• Frederick	387,477	24,502	23.3	30.3	18.7	11.1	.0208
Montgomery, Md.	11,671,768	41,853	12.5	22.0	19.5	39.4	.3796
Rockville	741,353	40,866	11.7	21.8	21.7	36.6	.0319
Prince George's, Md.	9,587,074	34,077	16.0	27.9	21.7	26.6	.3386
Alexandria city, Va.	2,358,738	33,930	15.3	26.0	18.7	29.4	.0749
Alexandria	2,358,738	33,930	15.3	28.0	18.7	29.4	.0749
Arlington, Va.	3,397,345	36,034	15.2	25.5	17.7	33.8	.0991
• Arlington	3,397,345	36,034	15.2	25.5	17.7	33.8	.0991
Fairfax, Va.	12,740,746	45,539	10.1	20.5	20.9	43.8	.3925
Fairfax city, Va.	356,473	42,489	11.4	22.8	19.6	41.1	.0236
Fairfax	356,473	42,489	11.4	22.8	19.6	41.1	.0236
Falls Church city, Va.	202,397	39,255	13.1	24.6	19.1	37.8	.0101
Falls Church	202,397	39,255	13.1	24.6	19.1	37.8	.0101
Loudoun, Va.	912,803	34,124	14.7	27.0	23.8	24.6	.0298
Manassas city, Va.	230,158	35,579	14.8	26.9	29.1	21.9	.0115
Manassas	230,158	35,579	14.8	26.9	29.1	21.9	.0115
Manassas Park city, Va.	60,032	26,039	18.7	48.1	17.8	4.7	.0018
Manassas Park	60,032	26,039	18.7	48.1	17.8	4.7	.0018
Prince William, Va.	2,186,652	38,351	12.2	25.5	27.9	28.9	.0742
Stafford, Va.	573,424	31,689	17.8	30.1	23.3	19.4	.0183
SUBURBAN TOTAL	43,358,921	38,246	13.5	24.5	21.4	33.7	1.4315
TOTAL METRO COUNTIES	**9,564,996**	**23,808**	**22.4**	**24.8**	**14.3**	**18.6**	**.2933**
TOTAL STATE	**9,564,996**	**23,808**	**22.4**	**24.8**	**14.3**	**18.6**	**.2933**

FLORIDA

FLA.

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BRADENTON	**177.6**	**.0738**	**45.1**	**7.9**	**12.6**	**14.6**	**45.9**	**75.5**	**1,197,894**	**240,211**	**112,351**	**122,614**	**62,309**	**375,473**	**40,281**
Manatee	177.6	.0738	45.1	7.9	12.6	14.6	45.9	75.5	1,197,894	240,211	112,351	122,614	62,309	375,473	40,281
• Bradenton	37.4	.0155	43.0	8.7	13.5	13.5	44.4	15.7	369,146	71,273	19,307	10,158	19,162	171,429	12,374
SUBURBAN TOTAL	140.2	.0583	45.7	7.7	12.4	14.7	46.4	59.8	828,748	168,938	93,044	112,456	43,147	204,044	27,907
DAYTONA BEACH	**313.9**	**.1303**	**41.5**	**10.3**	**13.3**	**15.3**	**41.7**	**133.0**	**1,867,695**	**404,513**	**204,059**	**210,538**	**99,335**	**439,906**	**83,649**
Volusia	313.9	.1303	41.5	10.3	13.3	15.3	41.7	133.0	1,867,695	404,513	204,059	210,538	99,335	439,906	83,649
• Daytona Beach	58.7	.0244	36.4	15.5	13.8	13.2	38.1	25.7	735,377	93,720	76,741	139,210	39,324	229,009	26,019
SUBURBAN TOTAL	255.2	.1059	42.4	9.1	13.2	15.8	42.5	107.3	1,132,318	310,793	127,318	71,328	60,011	210,897	57,630
FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH	**1,159.1**	**.4813**	**40.3**	**8.7**	**15.4**	**17.2**	**39.5**	**492.0**	**8,663,577**	**1,481,671**	**936,394**	**891,083**	**556,964**	**2,636,023**	**291,460**
Broward	1,159.1	.4813	40.3	8.7	15.4	17.2	39.5	492.0	8,663,577	1,481,671	936,394	891,083	556,964	2,636,023	291,460
• Fort Lauderdale	154.6	.0642	38.0	10.8	17.8	17.2	36.6	70.8	2,154,118	233,218	285,677	143,229	117,831	910,434	53,687
• Hollywood	126.1	.0524	43.8	8.4	13.1	17.2	43.5	54.8	1,301,286	180,453	93,463	193,257	89,341	469,709	42,081
Plantation	54.6	.0227	37.3	8.1	13.7	25.0	29.3	19.5	621,960	103,119	47,417	175,073	23,813	124,187	12,900
• Pompano Beach	68.7	.0285	51.3	8.5	12.1	14.4	51.4	32.8	800,769	89,985	41,397	101,988	54,796	312,410	29,836
SUBURBAN TOTAL	809.7	.3362	39.6	8.5	15.6	17.4	38.5	333.6	4,407,404	978,015	515,857	452,609	294,995	943,470	165,856

FLA. (cont.)
S&MM ESTIMATES

	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
FORT MYERS - CAPE CORAL	**267.5**	**.1111**	**42.5**	**8.2**	**13.2**	**15.8**	**42.8**	**112.6**	**1,753,982**	**366,889**	**154,501**	**204,618**	**130,533**	**423,880**	**73,530**
Lee	267.5	.1111	42.5	8.2	13.2	15.8	42.8	112.6	1,753,982	366,889	154,501	204,618	130,533	423,880	73,530
• Cape Coral	47.0	.0195	50.1	6.1	11.3	15.6	50.0	20.0	173,608	54,370	12,326	12,502	14,078	9,971	12,633
• Fort Myers	39.7	.0165	32.9	12.0	15.7	15.9	30.9	16.4	875,140	147,052	54,427	137,181	56,295	294,129	27,965
SUBURBAN TOTAL	180.8	.0751	43.2	7.9	13.2	15.7	43.6	76.2	705,234	165,467	87,748	54,935	60,160	119,780	32,932
FORT PIERCE	**200.9**	**.0834**	**39.1**	**9.2**	**14.0**	**15.9**	**38.8**	**81.0**	**1,264,369**	**272,658**	**84,313**	**110,967**	**76,432**	**355,556**	**42,038**
Martin	83.8	.0348	43.8	8.6	12.7	15.5	44.4	35.5	526,177	107,301	34,769	45,524	34,971	140,831	16,504
St. Lucie	117.1	.0486	35.8	9.6	15.0	16.2	34.8	45.5	738,192	165,357	49,544	65,443	41,461	214,725	25,534
• Fort Pierce	37.4	.0155	33.6	11.4	14.1	15.8	32.2	14.7	583,428	114,159	42,249	56,556	32,007	205,327	16,647
SUBURBAN TOTAL	163.5	.0679	40.4	8.7	14.0	15.9	40.3	66.3	680,941	158,499	42,064	54,411	44,431	150,229	25,391
FORT WALTON BEACH	**133.5**	**.0554**	**29.3**	**14.5**	**17.7**	**22.0**	**18.0**	**48.4**	**849,874**	**144,495**	**91,064**	**116,345**	**56,773**	**214,633**	**21,962**
Okaloosa	133.5	.0554	29.3	14.5	17.7	22.0	18.0	48.4	849,874	144,495	91,064	116,345	56,773	214,633	21,962
• Fort Walton Beach	22.8	.0095	32.5	12.0	14.6	24.4	21.9	8.3	423,749	56,608	45,146	37,846	32,240	155,162	5,971
SUBURBAN TOTAL	110.7	.0459	28.8	15.0	18.4	21.5	17.2	40.1	426,125	87,887	45,918	78,499	24,533	59,471	15,991
GAINESVILLE	**194.9**	**.0809**	**27.4**	**22.4**	**21.2**	**16.0**	**18.0**	**72.7**	**1,158,272**	**260,065**	**120,151**	**142,210**	**49,834**	**282,678**	**26,274**
Alachua	171.9	.0714	26.9	24.1	21.4	15.5	17.0	65.3	1,068,512	229,851	113,292	135,337	44,587	267,267	22,831
• Gainesville	85.0	.0353	25.9	28.1	21.4	13.9	16.6	31.2	748,909	157,958	70,152	61,689	32,501	250,305	14,979
Bradford	23.0	.0095	32.4	10.3	18.5	20.0	25.1	7.4	89,760	30,214	6,859	6,873	5,247	15,411	3,443
SUBURBAN TOTAL	109.9	.0456	28.7	18.1	20.9	17.6	19.1	41.5	409,363	102,107	49,999	80,521	17,333	32,373	11,295
JACKSONVILLE	**817.6**	**.3395**	**31.1**	**12.0**	**18.1**	**19.0**	**24.0**	**308.5**	**4,799,099**	**860,646**	**450,969**	**486,019**	**208,519**	**1,352,166**	**175,226**
Clay	88.3	.0367	30.8	8.9	17.5	23.9	18.7	27.9	380,514	59,668	31,416	84,732	18,869	83,132	7,524
Duval	620.5	.2576	30.8	12.8	18.5	18.3	24.0	240.3	3,915,035	695,671	354,945	364,744	175,495	1,153,839	151,590
• Jacksonville	586.9	.2437	30.8	12.8	18.6	18.2	23.9	226.2	3,690,421	631,922	322,757	353,439	169,582	1,110,728	140,402
Nassau	40.0	.0166	30.5	10.2	17.1	21.2	21.0	13.8	171,359	37,382	17,578	12,366	4,458	27,049	4,146
St. Johns	68.8	.0286	35.2	10.1	15.3	18.1	32.2	26.5	332,191	67,925	47,030	24,177	9,697	88,146	11,966
SUBURBAN TOTAL	230.7	.0958	32.1	10.0	16.9	21.0	24.2	82.3	1,108,678	228,724	128,212	132,580	38,937	241,438	34,824
LAKELAND - WINTER HAVEN	**363.6**	**.1510**	**34.1**	**10.8**	**15.6**	**18.5**	**30.1**	**135.1**	**1,964,351**	**455,504**	**157,311**	**235,789**	**66,012**	**553,904**	**57,844**
Polk	363.6	.1510	34.1	10.8	15.6	18.5	30.1	135.1	1,964,351	455,504	157,311	235,789	66,012	553,904	57,844
• Lakeland	63.7	.0264	35.3	13.3	15.3	15.3	35.0	27.0	790,201	147,964	63,811	122,047	23,267	246,081	19,862
• Winter Haven	22.4	.0093	38.7	10.3	14.4	16.1	38.0	9.7	384,814	75,912	35,728	62,791	13,303	109,197	12,309
SUBURBAN TOTAL	277.5	.1153	33.6	10.2	15.8	19.4	28.3	98.4	789,336	231,628	57,772	30,951	29,442	198,626	25,673
MELBOURNE - TITUSVILLE - PALM BAY	**344.9**	**.1432**	**36.1**	**11.3**	**14.3**	**20.3**	**31.2**	**138.7**	**1,991,127**	**356,259**	**179,102**	**274,783**	**91,245**	**549,987**	**109,504**
Brevard	344.9	.1432	36.1	11.3	14.3	20.3	31.2	138.7	1,991,127	356,259	179,102	274,783	91,245	549,987	109,504
• Melbourne	55.5	.0230	34.9	13.5	14.5	18.0	31.9	22.6	625,893	103,177	42,744	96,316	27,391	222,551	16,407
• Palm Bay	37.2	.0154	33.8	11.2	17.8	17.3	30.5	15.1	110,389	26,999	10,781	12,989	5,347	3,674	25,252
• Titusville	39.7	.0165	37.2	10.4	12.6	21.5	31.8	15.6	253,857	58,437	24,501	39,045	7,280	56,794	12,974
SUBURBAN TOTAL	212.5	.0883	36.6	10.9	13.9	21.3	31.1	85.4	1,000,988	167,646	101,076	126,433	51,227	266,968	34,871

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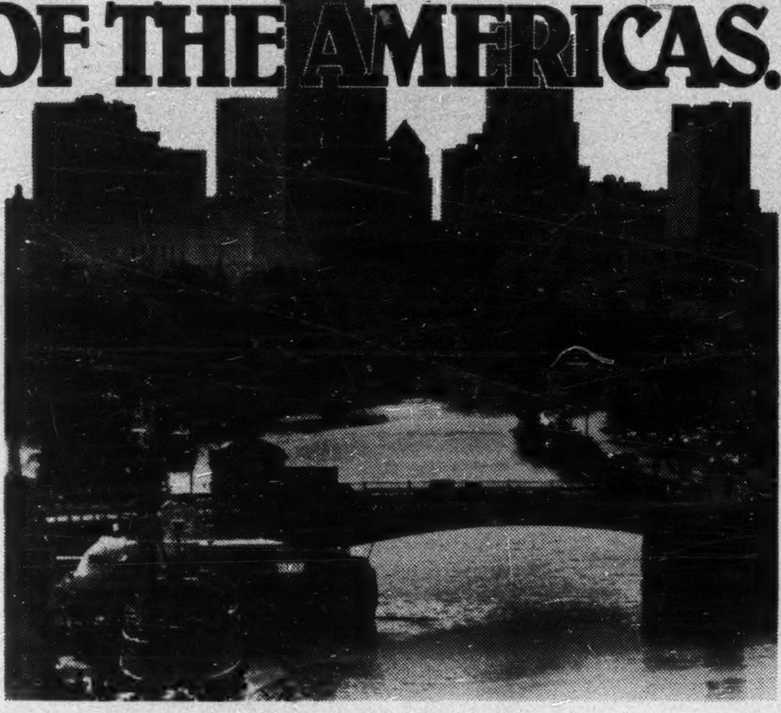

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METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
MIAMI - HIALEAH	**1,771.6**	**.7356**	**36.5**	**10.3**	**15.7**	**19.8**	**32.2**	**665.3**	**12,875,757**	**2,074,813**	**1,106,903**	**1,484,459**	**691,866**	**3,575,005**	**532,013**
Dade	1,771.6	.7356	36.5	10.3	15.7	19.8	32.2	665.3	12,875,757	2,074,813	1,106,903	1,484,459	691,866	3,575,005	532,013
Coral Gables	42.7	.0177	38.0	16.1	14.5	17.7	36.0	16.2	462,389	53,891	40,829	13,267	29,629	183,455	13,355
● Hialeah	165.7	.0688	37.7	11.2	12.4	23.6	30.6	55.5	1,196,547	235,113	71,290	241,081	62,587	187,758	55,282
● Miami	385.9	.1602	39.2	10.1	14.5	20.1	35.7	149.1	3,640,068	455,296	305,438	363,836	228,090	1,116,853	139,033
● Miami Beach	98.9	.0411	65.8	4.5	7.6	10.9	69.3	57.2	496,708	110,629	79,488	30,482	12,612	47,012	54,241
North Miami	44.0	.0183	41.3	10.2	17.4	17.0	40.7	20.3	383,215	101,042	38,928	2,081	32,569	93,098	23,089
SUBURBAN TOTAL	1,121.1	.4655	33.9	10.7	17.2	20.1	28.0	403.5	7,542,434	1,273,775	650,687	849,060	388,577	2,223,382	283,457
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	***2,930.7***	***1.2169***	***37.9***	***9.7***	***15.6***	***18.8***	***35.1***	***1,157.3***	***21,539,334***	***3,556,484***	***2,043,297***	***2,375,542***	***1,348,830***	***6,211,028***	***822,473***
NAPLES	**117.9**	**.0489**	**39.7**	**8.9**	**14.1**	**16.9**	**38.9**	**49.2**	**1,001,954**	**207,598**	**95,042**	**81,141**	**87,486**	**237,121**	**36,083**
Collier	117.9	.0489	39.7	8.9	14.1	16.9	38.9	49.2	1,001,954	207,598	95,042	81,141	87,486	237,121	36,083
● Naples	20.3	.0084	57.7	5.6	8.2	13.8	59.8	9.8	601,203	137,684	61,984	69,757	53,192	104,494	24,446
SUBURBAN TOTAL	97.6	.0405	36.6	9.5	15.4	17.5	34.6	39.4	400,751	69,914	33,058	11,384	34,294	132,627	11,637
OCALA	**167.3**	**.0695**	**37.8**	**8.6**	**13.8**	**17.4**	**36.1**	**65.3**	**1,039,336**	**210,297**	**67,111**	**119,827**	**56,676**	**227,819**	**35,219**
Marion	167.3	.0695	37.8	8.6	13.8	17.4	36.1	65.3	1,039,336	210,297	67,111	119,827	56,676	227,819	35,219

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S&MM ESTIMATES

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• Ocala	45.6	.0189	34.2	9.9	14.1	17.4	31.4	17.5	789,707	131,103	52,536	108,333	48,414	189,262	25,147
SUBURBAN TOTAL	121.7	.0506	39.2	8.2	13.7	17.4	37.9	47.8	249,629	79,194	14,575	11,494	8,262	38,557	10,072
ORLANDO	**864.1**	**.3588**	**32.3**	**12.3**	**17.2**	**19.3**	**26.1**	**324.8**	**6,112,833**	**1,106,309**	**640,045**	**675,915**	**286,129**	**1,797,706**	**144,616**
Orange	551.9	.2291	31.6	13.9	17.3	18.5	25.7	209.5	4,165,679	723,475	437,609	432,389	183,423	1,309,435	97,315
• Orlando	144.5	.0600	30.9	17.6	17.4	15.5	27.3	56.4	1,756,465	226,540	174,024	239,025	86,040	628,488	32,909
Osceola	77.9	.0324	36.8	9.7	14.2	17.9	34.4	30.2	569,572	120,007	78,320	40,131	21,314	164,889	15,608
Seminole	234.3	.0973	32.8	9.4	17.6	21.7	24.5	85.1	1,377,582	262,827	123,916	203,395	81,392	323,382	31,693
SUBURBAN TOTAL	719.6	.2988	32.7	11.3	17.0	20.1	25.9	268.4	4,356,368	879,769	466,021	436,890	200,089	1,169,218	111,707
PANAMA CITY	**114.7**	**.0477**	**31.4**	**12.2**	**16.9**	**19.9**	**24.1**	**43.4**	**747,262**	**112,163**	**96,951**	**89,540**	**34,989**	**225,951**	**21,594**
Bay	114.7	.0477	31.4	12.2	16.9	19.9	24.1	43.4	747,262	112,163	96,951	89,540	34,989	225,951	21,594
• Panama City	35.6	.0148	33.1	11.5	16.1	16.8	30.1	14.6	530,030	58,362	45,113	70,326	27,494	198,004	14,712
SUBURBAN TOTAL	79.1	.0329	30.8	12.4	17.3	21.2	21.4	28.8	217,232	53,801	51,838	19,214	7,495	27,947	6,882
PENSACOLA	**329.4**	**.1368**	**30.6**	**13.2**	**17.2**	**19.6**	**22.7**	**120.3**	**1,733,469**	**360,838**	**163,362**	**269,365**	**81,551**	**450,179**	**41,604**
Escambia	262.7	.1091	30.7	13.4	17.2	19.2	23.4	96.6	1,502,584	293,113	145,106	245,036	73,283	398,804	32,749
• Pensacola	63.7	.0264	33.9	10.9	16.2	18.0	30.2	25.3	530,187	66,480	48,008	59,697	23,818	236,068	11,184
Santa Rosa	66.7	.0277	30.2	12.0	17.2	21.5	20.3	23.7	230,885	67,725	18,256	24,329	8,268	51,375	8,855
SUBURBAN TOTAL	265.7	.1104	29.8	13.7	17.6	20.0	20.9	95.0	1,203,282	294,358	115,354	209,668	57,733	214,111	30,420
SARASOTA	**247.6**	**.1028**	**51.0**	**7.2**	**11.7**	**14.4**	**50.9**	**113.1**	**1,867,828**	**344,005**	**177,091**	**207,068**	**148,616**	**470,588**	**78,869**
Sarasota	247.6	.1028	51.0	7.2	11.7	14.4	50.9	113.1	1,867,828	344,005	177,091	207,068	148,616	470,588	78,869
• Sarasota	53.9	.0224	43.0	10.6	14.2	14.1	44.0	24.7	701,268	123,739	88,165	67,977	50,859	130,588	37,164
SUBURBAN TOTAL	193.7	.0804	53.1	6.3	11.0	14.4	52.9	88.4	1,166,560	220,266	88,926	139,091	97,757	340,000	41,705
TALLAHASSEE	**212.0**	**.0880**	**28.2**	**18.3**	**20.2**	**17.2**	**19.0**	**78.4**	**1,192,448**	**242,466**	**121,971**	**199,996**	**74,732**	**217,442**	**28,900**
Gadsden	43.4	.0180	30.1	10.6	15.5	16.5	25.9	13.5	108,021	33,596	5,104	10,428	3,695	22,721	3,577
Leon	168.6	.0700	27.8	20.3	21.4	17.3	17.3	64.9	1,084,427	208,870	116,867	189,568	71,037	194,721	25,323
• Tallahassee	117.6	.0488	26.6	26.8	20.8	14.2	18.4	46.1	891,837	164,011	102,609	181,557	56,863	143,049	17,670
SUBURBAN TOTAL	94.4	.0392	30.3	7.7	19.6	20.9	19.8	32.3	300,611	78,455	19,362	18,439	17,869	74,393	11,230
TAMPA - ST. PETERSBURG - CLEARWATER	**1,870.0**	**.7765**	**40.1**	**9.3**	**14.3**	**16.4**	**39.7**	**786.6**	**11,518,721**	**2,443,934**	**1,132,154**	**1,362,922**	**668,763**	**2,973,208**	**361,517**
Hernando	72.2	.0300	48.5	6.7	10.3	14.9	48.7	30.3	261,999	84,452	16,014	22,073	11,812	56,606	13,152
Hillsborough	740.1	.3073	32.3	12.1	17.6	19.1	26.2	284.8	4,863,115	1,011,654	454,721	575,997	263,206	1,307,604	137,996
• Tampa	281.2	.1168	34.0	12.0	16.3	17.0	31.5	114.7	2,738,864	425,576	271,958	314,832	163,417	851,951	74,516
Pasco	235.3	.0977	54.1	6.4	10.1	13.2	53.5	100.7	1,130,953	281,230	83,412	120,261	56,319	258,048	44,553
Pinellas	822.4	.3415	46.7	7.9	12.9	14.9	47.1	370.8	5,262,654	1,066,598	578,007	644,591	337,426	1,350,950	165,816
• Clearwater	100.2	.0416	44.8	8.6	13.5	15.8	45.2	44.9	1,421,458	177,121	143,054	221,305	95,121	497,217	33,956
Largo	64.8	.0269	48.7	8.4	13.1	14.2	49.0	30.4	348,019	116,824	28,433	27,514	31,192	42,987	14,858
• St. Petersburg	246.3	.1023	43.3	9.0	13.7	14.9	43.9	109.5	1,534,544	317,318	141,703	241,082	79,505	374,784	45,983
SUBURBAN TOTAL	1,242.3	.5158	40.7	8.8	14.0	16.6	40.3	517.5	5,823,855	1,523,919	575,439	585,103	330,720	1,249,256	207,062
WEST PALM BEACH - BOCA RATON - DELRAY BEACH	**730.5**	**.3033**	**41.3**	**8.7**	**14.4**	**16.2**	**41.3**	**311.9**	**5,436,353**	**1,032,966**	**533,508**	**597,852**	**364,986**	**1,455,377**	**195,774**
Palm Beach	730.5	.3033	41.3	8.7	14.4	16.2	41.3	311.9	5,436,353	1,032,966	533,508	597,852	364,986	1,455,377	195,774

On which side of the bay

Photo location courtesy Arthur Rutenberg Homes

THE TAMPA TRIBUNE
Rodino
rapped
Waiting in vain

is your bread buttered?

The Tampa Tribune serves appetizing demographics daily and Sunday. Your advertising profits from the Tribune's elegant presentation of the basic ingredients of sophisticated selling.

The Tampa Bay market — Florida's number one market in terms of population, households and effective buying income,serves you prospects on a silver platter.

The Tampa Tribune's readership represents a gourmet palate to the astute media buyer, offering more 25-54 year old readers, more readers in top level occupations, more households with children, more new car buyers, home computer owners and more households with $50,000+ annual incomes than any daily newspaper combination in the market.

The upper crust of the Tampa Bay market reads The Tampa Tribune. Without it, your media strategy is only half-baked.

For a wealth of detailed market information, contact Joe Gess, Tampa Tribune General Advertising Manager, at (813) 272-7447, or contact your nearest Sawyer-Ferguson-Walker office.

THE TAMPA TRIBUNE

A Media General Newspaper
Member of the Gannett 4-Color Network

The Tampa Bay market consists of Hillsborough, Pasco, Hernando and Pinellas counties. Statistical sources: S&MM 1986 SURVEY OF BUYING POWER®, Simmons-Scarborough National Newspaper Rating Study, 1985.

FLA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
• Boca Raton	55.3	.0242	43.0	9.6	12.7	18.7	42.2	25.0	564,125	121,195	86,387	40,763	66,542	25,152	32,684
• Delray Beach	44.8	.0186	49.6	7.8	12.3	13.3	49.6	20.3	644,357	77,567	39,843	19,762	22,513	381,198	12,353
• West Palm Beach	68.9	.0286	37.9	10.9	16.1	16.0	37.3	30.3	1,123,224	107,574	80,941	213,518	86,128	438,126	26,343
SUBURBAN TOTAL	558.5	.2319	41.1	8.5	14.5	16.1	41.1	236.3	3,104,647	726,630	326,337	323,809	189,803	610,901	124,394
OTHER COUNTIES															
Baker	18.2	.0075	29.4	11.8	16.8	20.0	20.6	5.2	34,913	12,494	2,456	2,094	1,298	4,801	1,577
Calhoun	9.8	.0041	34.4	8.9	13.7	18.2	31.0	3.4	33,592	9,144	810	2,133	691	11,042	1,819
Charlotte	80.5	.0334	57.4	5.5	8.8	12.1	59.3	36.2	430,376	99,694	32,432	21,065	28,093	123,045	21,281
Citrus	78.3	.0325	53.3	5.9	9.7	14.0	53.2	33.9	328,595	87,807	18,797	21,087	12,447	74,066	12,604
Columbia	40.5	.0169	31.2	10.9	15.9	19.4	24.6	14.5	230,959	54,156	22,445	17,239	7,654	51,638	7,813
De Soto	21.6	.0089	34.7	10.9	14.4	17.5	32.1	7.5	107,028	29,882	7,066	19,306	2,212	15,509	4,818
Dixie	9.0	.0038	33.9	9.3	15.5	19.7	28.7	3.2	33,239	9,603	1,693	4,238	403	4,978	962
Flagler	16.4	.0068	39.8	13.3	12.2	13.9	40.9	6.6	45,572	15,170	3,604	403	1,854	13,012	325
Franklin	8.1	.0034	34.4	9.3	13.2	18.8	30.5	3.0	25,287	8,837	3,162	1,274	314	2,444	729
Gilchrist	7.4	.0031	31.7	13.3	12.2	19.9	26.1	2.5	12,608	4,877	1,543	840	99	200	500
Glades	7.3	.0030	37.1	8.3	12.7	17.5	35.1	2.7	8,746	4,855	902	966	193	204	120
Gulf	10.9	.0045	33.4	9.9	13.7	19.6	28.2	3.8	30,040	12,334	1,456	2 324	1,489	3,882	1,864
Hamilton	9.1	.0038	30.0	9.9	15.4	16.0	26.2	3.3	35,675	10,646	1,989	906	830	3,412	1,123
Hardee	20.8	.0086	30.7	10.0	15.4	17.1	26.3	7.0	87,875	32,741	2,437	4,955	2,114	11,902	5,601
Hendry	22.1	.0092	29.8	10.0	15.8	19.4	22.3	7.4	122,476	43,867	8,111	6,422	1,806	32,326	2,897
Highlands	58.4	.0242	45.4	8.0	11.2	14.6	46.1	24.2	265,016	72,841	20,665	16,790	15,298	68,522	15,468
Holmes	16.2	.0068	35.2	9.0	13.4	19.6	30.8	6.0	34,893	10,646	4,734	1,486	1,400	7,981	1,086
Indian River	78.5	.0326	40.9	8.9	13.2	16.4	40.6	32.2	473,849	105,022	42,217	39,901	28,959	106,673	26,298
Jackson	41.4	.0172	32.6	11.6	14.5	17.5	29.1	14.5	151,662	32,679	6,793	13,992	4,089	51,161	5,715
Jefferson	11.5	.0047	31.1	9.8	15.4	16.0	28.0	3.9	36,419	14,236	650	5,076	1,287	2,383	1,308
Lafayette	4.4	.0019	32.1	9.4	15.4	18.4	27.1	1.5	8,018	3,372	612		447	825	197
Lake	127.7	.0530	44.1	7.5	11.7	15.8	44.4	52.8	702,575	151,150	46,526	68,585	35,157	213,351	25,329
Levy	24.6	.0102	36.4	8.7	13.9	17.7	34.1	9.3	72,348	25,835	6,271	3,823	2,853	12,252	3,699
Liberty	4.6	.0019	32.8	10.7	14.7	18.6	28.1	1.5	7,060	3,719	558		402	255	172
Madison	15.3	.0063	32.2	9.9	13.3	16.4	29.9	5.1	59,881	17,347	3,118	6,658	2,836	8,222	6,049
Monroe	70.6	.0293	36.9	11.1	18.4	18.5	33.9	31.3	471,864	109,382	75,743	51,903	19,016	71,530	19,611
Okeechobee	25.7	.0107	32.3	9.6	14.4	18.4	27.8	9.4	150,312	50,637	16,551	12,648	5,053	19,442	7,445
Putnam	59.1	.0245	35.9	9.1	13.5	17.2	34.0	22.4	250,450	60,219	16,526	29,500	12,152	61,338	8,320
Sumter	29.1	.0121	36.8	10.9	12.3	17.1	35.2	10.8	127,655	31,959	11,759	6,132	1,955	8,726	3,824
Suwannee	25.5	.0106	33.6	8.9	14.4	18.2	29.8	9.3	109,283	34,188	5,611	7,369	4,698	29,926	9,110
Taylor	17.7	.0073	32.2	10.3	15.6	17.8	27.8	6.6	69,001	17,432	5,837	6,084	2,453	18,354	2,455
Union	11.2	.0047	30.5	14.9	30.1	20.9	15.6	2.3	16,858	4,447	731		91	2,617	849
Wakulla	13.6	.0056	31.3	9.0	17.5	18.7	24.9	4.8	19,340	8,462	3,310	1,468	1,250	2,061	234
Walton	25.5	.0106	37.5	9.0	13.2	18.2	34.8	10.1	79,238	25,378	4,815	6,917	3,045	12,968	2,146
Washington	16.0	.0067	36.0	8.4	12.9	18.7	32.7	6.2	47,079	17,325	5,968	5,818	1,083	1,532	2,821
TOTAL METRO COUNTIES	**10,398.6**	**4.3178**	**36.5**	**10.5**	**15.5**	**17.7**	**34.2**	**4,155.8**	**69,036,201**	**12,978,300**	**6,624,353**	**7,883,051**	**3,893,750**	**18,814,602**	**2,397,957**
TOTAL STATE	**11,435.2**	**4.7482**	**36.7**	**10.4**	**15.3**	**17.8**	**34.4**	**4,560.2**	**73,755,983**	**14,210,683**	**7,012,351**	**8,272,453**	**4,098,771**	**19,867,182**	**2,604,126**

FLA.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over — A	B	C	D	Buying Power Index
BRADENTON	**2,064,030**	**20,567**	**29.3**	**28.6**	**12.2**	**10.7**	**.0775**
Manatee	2,064,030	20,567	29.3	28.6	12.2	10.7	.0775
• Bradenton	411,293	19,687	27.6	27.2	12.6	9.5	.0184
SUBURBAN TOTAL	1,652,737	20,778	29.7	28.9	12.1	11.1	.0591
DAYTONA BEACH	**3,500,364**	**19,389**	**29.7**	**26.4**	**11.9**	**10.3**	**.1287**
Volusia	3,500,364	19,389	29.7	26.4	11.9	10.3	.1287
• Daytona Beach	588,119	16,230	29.8	23.3	9.4	7.6	.0312
SUBURBAN TOTAL	2,912,245	20,210	29.9	27.1	12.4	11.0	.0975

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over — A	B	C	D	Buying Power Index
FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH	**16,237,183**	**25,015**	**24.1**	**27.4**	**16.0**	**17.3**	**.5724**
Broward	16,237,183	25,015	24.1	27.4	16.0	17.3	.5724
• Fort Lauderdale	2,373,216	22,654	25.4	26.1	12.7	17.1	.1015
• Hollywood	1,765,218	23,411	24.8	25.6	14.5	16.8	.0700
Plantation	890,702	37,559	15.4	23.4	19.9	33.8	.0338
• Pompano Beach	1,124,482	25,298	23.4	27.6	15.4	18.5	.0430
SUBURBAN TOTAL	10,974,267	25,775	23.7	28.1	17.0	17.2	.3579

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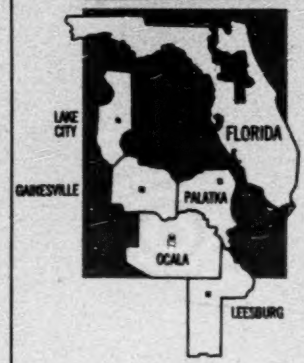
Represented Nationally By: SAWYER-FERGUSON-WALKER COMPANY, INC.

TOP 100 SALES POWER/CENTRAL FLORIDA GOLDEN MARKETS



The Central Florida Golden Markets group consists of 5 New York Times newspapers: **Gainesville Sun, Ocala Star-Banner, Leesburg/Commercial, Palatka Daily News**, and **Lake City Reporter**. The combined market ranks effectively in the Top 100 U.S. metro markets and is over twice as large as Daytona Beach.

One ad run in this group buy will reach 1 of 2 households in a market that grossed $3.4-billion in total retail sales in 1985. The 5-contiguous-county market can be bought at a discount through a one-order, one-bill system.

Central Florida Golden Markets

Estimated buying income	**$5.7-Billion**	Furniture/furnish./appl.	**$161-Million**
Total retail sales	**$3.4-Billion**	Auto sales	**$837-Million**
Food sales	**$736-Million**	Drug sales	**$103-Million**
General merchandise	**$377-Million**	Eating & drinking sales	**$273-Million**

Gainesville Sun
904-378-1411
Ocala Star-Banner
904-629-0011
Leesburg Commercial
904-787-4515
Palatka Daily News
904-328-2721
Lake City Reporter
904-752-1297

Represented nationally by:
Branham/Newspaper Sales
New York 212-490-1200
Atlanta 404-233-6708

Publishers' Representatives of Florida, Inc.
Tampa 813-879-8299
Jacksonville 904-398-5813

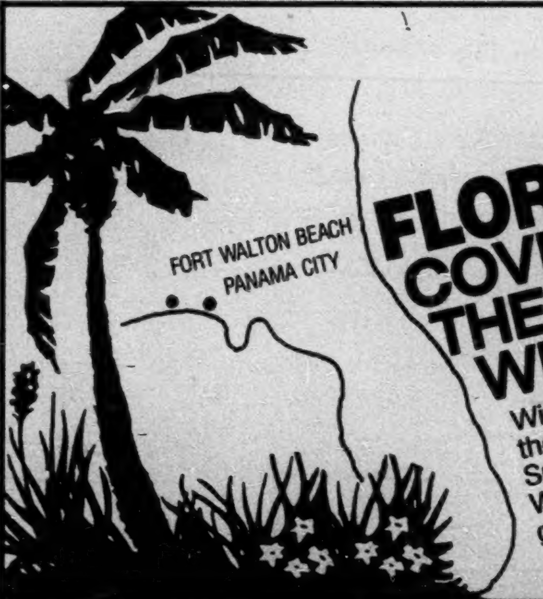
NYT
THE NEW YORK TIMES
REGIONAL NEWSPAPER GROUP

Source: Sales & Marketing Management, 1986 Survey of Buying Power.

FLA. (cont.)

S&MM ESTIMATES — EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
FORT MYERS - CAPE CORAL	**3,215,893**	**21,255**	**29.3**	**28.5**	**13.4**	**11.4**	**.1173**
Lee	3,215,893	21,255	29.3	28.5	13.4	11.4	.1173
• Cape Coral	622,400	24,909	26.6	30.4	18.1	13.1	.0187
• Fort Myers	404,588	17,206	30.2	25.3	9.7	8.1	.0293
SUBURBAN TOTAL	2,188,905	21,248	29.8	28.8	13.0	11.6	.0693
FORT PIERCE	**2,090,458**	**19,412**	**28.7**	**27.3**	**12.0**	**9.2**	**.0813**
Martin	987,988	20,737	27.7	27.7	12.9	11.2	.0360
St. Lucie	1,102,470	18,465	29.5	26.9	11.3	7.6	.0453
• Fort Pierce	301,453	14,331	29.0	21.5	8.3	5.5	.0210
SUBURBAN TOTAL	1,789,005	20,538	28.6	28.5	12.9	10.0	.0603
FORT WALTON BEACH	**1,428,138**	**22,475**	**28.1**	**28.1**	**15.4**	**12.5**	**.0549**
Okaloosa	1,428,138	22,475	28.1	28.1	15.4	12.5	.0549
• Fort Walton Beach	265,393	25,310	24.8	27.8	17.3	15.8	.0157
SUBURBAN TOTAL	1,162,745	21,996	28.8	28.1	15.0	11.9	.0392



FLORIDA GULF DAILIES COVER THE BEST OF THE FLORIDA PANHANDLE WITH 67% COVERAGE

With one order-one-bill- at a discount, you can buy the combined circulation (61,500 daily; 70,800 Sunday) of the Panama City News Herald and Fort Walton Beach Daily News in one of Florida's fastest growing markets.

TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

SS EFFECTIVE BUYING INCOME 1985

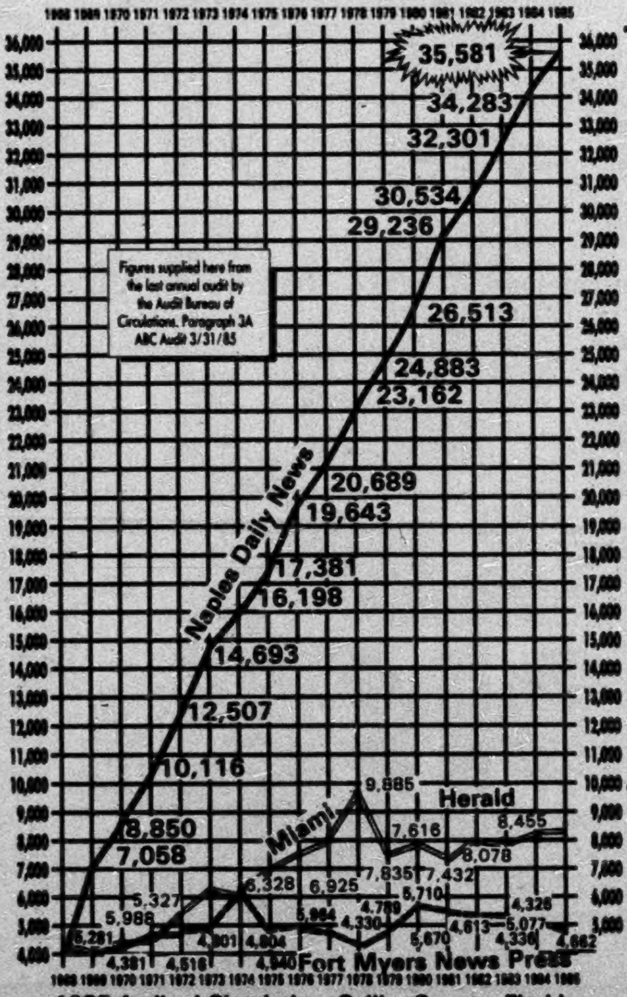
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	 B	 C	 D	Buying Power Index
GAINESVILLE	**1,968,202**	**19,091**	**25.3**	**23.6**	**13.0**	**11.6**	**.0763**
Alachua	1,797,809	19,378	25.2	23.3	13.3	12.2	.0694
• Gainesville	895,097	19,586	25.4	23.3	13.1	12.9	.0391
Bradford	170,393	16,969	27.2	26.0	10.5	6.4	.0069
SUBURBAN TOTAL	1,073,105	18,760	25.3	23.8	12.9	10.7	.0372
JACKSONVILLE	**9,111,850**	**22,699**	**24.0**	**27.0**	**15.4**	**13.5**	**.3337**
Clay	900,671	27,366	21.2	27.8	20.1	16.2	.0316
Duval	7,066,395	22,382	24.0	27.0	15.0	13.3	.2618
• Jacksonville	6,606,682	22,271	24.1	26.7	15.1	13.1	.2461
Nassau	368,896	22,764	22.8	30.5	15.4	9.8	.0135
St. Johns	775,888	21,454	27.0	26.1	13.6	13.7	.0268
SUBURBAN TOTAL	2,505,168	23,921	23.7	27.7	16.1	14.6	.0876
LAKELAND - WINTER HAVEN	**3,532,084**	**19,647**	**28.2**	**28.2**	**12.5**	**8.4**	**.1355**
Polk	3,532,084	19,647	28.2	28.2	12.5	8.4	.1355
• Lakeland	680,886	18,490	28.4	26.3	11.8	8.1	.0344
• Winter Haven	241,462	17,758	29.1	24.3	11.3	9.1	.0144
SUBURBAN TOTAL	2,609,736	20,122	28.1	29.1	12.8	8.4	.0867
MELBOURNE - TITUSVILLE - PALM BAY	**3,849,764**	**22,239**	**26.9**	**28.4**	**16.0**	**10.7**	**.1402**
Brevard	3,849,764	22,239	26.9	28.4	16.0	10.7	.1402
• Melbourne	547,304	19,436	29.7	29.2	13.3	6.1	.0278
• Palm Bay	400,694	22,689	27.6	35.4	14.6	8.1	.0126
• Titusville	420,186	21,819	25.2	27.4	16.2	10.3	.0163
SUBURBAN TOTAL	2,481,580	23,102	26.4	27.2	16.9	12.4	.0835
MIAMI - HIALEAH	**20,317,285**	**22,152**	**23.3**	**25.3**	**13.9**	**15.4**	**.7867**
Dade	20,317,285	22,152	23.3	25.3	13.9	15.4	.7867
Coral Gables	765,466	30,846	19.1	21.0	13.3	31.7	.0272
• Hialeah	1,530,135	22,934	24.1	30.1	15.6	11.3	.0668
• Miami	3,555,439	16,238	26.9	22.5	9.5	9.0	.1738
• Miami Beach	1,332,989	12,665	27.6	15.3	6.4	10.3	.0427
North Miami	603,255	22,496	26.2	28.6	14.3	13.0	.0227
SUBURBAN TOTAL	13,898,722	26,360	21.4	26.9	16.3	19.0	.5034
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	***36,554,468***	***23,390***	***23.7***	***26.1***	***14.8***	***16.2***	***1.3591***
NAPLES	**1,479,335**	**20,601**	**27.0**	**26.3**	**11.3**	**13.8**	**.0577**
Collier	1,479,335	20,601	27.0	26.3	11.3	13.8	.0577
• Naples	421,302	28,054	21.9	23.1	14.2	26.6	.0221
SUBURBAN TOTAL	1,058,033	19,325	28.3	27.1	10.5	10.6	.0356

THE NATION'S 2ND *FASTEST* GROWING METRO MARKET...

ABC **Naples Daily News** ABC

Member Audit Bureau of Circulation

Setting the pace for the nation's fastest growing retail market.



Figures supplied here from the last annual audit by the Audit Bureau of Circulations. Paragraph 3A ABC Audit 3/31/85

1985 Audited Circulation, Collier County, Florida

NAPLES FLORIDA!

The Naples, Florida market experienced a gain of almost 15% in Total Retail Sales* in 1985. With our 105% penetration of our primary market Sunday and 87% daily, the Naples Daily News offers dominant coverage of this exciting, affluent market with virtually no overlap in demographics or circulation.**

* FAS-FAX 3/31/85

** Editor & Publisher 1985 Market guide

(813) 263-4730

Naples Daily News

1075 Central Ave. Naples, Fl 33940

FLORIDA
TAMPA
LAKELAND
ST. PETERSBURG
SARASOTA

Source: Sales & Marketing Management, 1986 Survey of Buying Power.

STYLE, SUBSTANCE & SALES POWER

The Tampa/St. Petersburg/Sarasota/Lakeland market is an advertiser's dream. It's a major business, financial and cultural center, vacation hotspot and affluent retirement community. Full coverage requires buying the Sarasota/Lakeland market not reached by Tampa and St. Petersburg newspapers.

The **Sarasota Herald-Tribune** and **The Ledger** (Lakeland) provide coverage of the 3rd and 4th largest counties in the market which represented $6.7-billion in income and $3.8-billion in retail sales in 1985. Your ad run in these two newspapers can be bought at a group discount.

Sarasota Herald-Tribune
813-953-7755

The Ledger
813-687-7000

Represented nationally by:
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New York 212-949-6400
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Publishers' Representatives of Florida, Inc.
Tampa 813-879-8299
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NYT
THE NEW YORK TIMES
REGIONAL NEWSPAPER GROUP

FLA. (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
OCALA	**1,476,713**	**16,506**	**32.9**	**25.3**	**8.1**	**6.6**	**.0625**
Marion	1,476,713	16,506	32.9	25.3	8.1	6.6	.0625
• Ocala	418,968	16,523	30.2	23.6	9.1	8.3	.0283
SUBURBAN TOTAL	1,057,745	16,500	33.9	25.9	7.8	5.9	.0342
ORLANDO	**9,981,357**	**23,519**	**25.0**	**28.0**	**15.6**	**14.3**	**.3815**
Orange	6,496,043	23,399	25.0	28.3	15.0	14.5	.2514
• Orlando	1,657,483	20,306	26.8	26.3	12.7	11.7	.0794
Osceola	705,999	17,956	31.9	27.4	10.5	6.6	.0313
Seminole	2,779,315	26,596	22.4	27.7	18.7	16.6	.0988
SUBURBAN TOTAL	8,323,874	24,232	24.6	28.5	16.2	14.8	.3021
PANAMA CITY	**959,590**	**16,725**	**31.6**	**25.2**	**10.0**	**5.8**	**.0427**
Bay	959,590	16,725	31.6	25.2	10.0	5.8	.0427
• Panama City	295,738	14,687	30.0	22.3	9.0	5.0	.0196
SUBURBAN TOTAL	663,852	17,642	32.5	26.6	10.6	6.1	.0231
PENSACOLA	**3,528,386**	**22,644**	**24.0**	**27.2**	**15.6**	**13.1**	**.1276**
Escambia	2,826,862	22,309	24.1	27.2	15.4	13.0	.1046
• Pensacola	747,413	22,034	22.7	25.1	14.7	14.5	.0300
Santa Rosa	701,524	23,215	23.2	27.4	16.0	13.5	.0230
SUBURBAN TOTAL	2,780,973	22,791	24.3	27.7	15.8	12.7	.0976
SARASOTA	**3,222,036**	**21,267**	**28.7**	**28.6**	**12.7**	**12.0**	**.1182**
Sarasota	3,222,036	21,267	28.7	28.6	12.7	12.0	.1182
• Sarasota	657,119	18,395	30.0	25.5	10.1	10.3	.0313
SUBURBAN TOTAL	2,564,917	22,043	28.4	29.5	13.4	12.5	.0869
TALLAHASSEE	**2,195,954**	**20,148**	**25.0**	**24.0**	**13.8**	**12.6**	**.0827**
Gadsden	262,122	14,362	28.6	22.7	8.4	3.9	.0107
Leon	1,933,832	21,641	24.3	24.2	15.0	14.4	.0720
• Tallahassee	1,284,623	18,831	25.8	22.0	12.1	13.4	.0519
SUBURBAN TOTAL	911,331	21,774	24.0	26.5	16.3	11.5	.0308
TAMPA - ST. PETERSBURG - CLEARWATER	**21,929,640**	**20,814**	**28.4**	**27.1**	**13.2**	**11.7**	**.7945**
Hernando	657,394	17,140	36.2	27.6	8.6	4.9	.0233
Hillsborough	8,358,682	22,584	24.3	27.0	15.3	13.3	.3153
• Tampa	3,025,213	18,850	26.6	24.9	12.3	10.3	.1363
Pasco	2,347,639	17,929	35.6	27.6	9.2	6.7	.0857
Pinellas	10,565,725	20,966	29.0	26.9	13.1	12.4	.3702
• Clearwater	1,381,887	22,610	28.3	26.7	14.4	14.9	.0636
Largo	839,557	21,719	30.6	30.0	14.1	10.7	.0279
• St. Petersburg	2,857,074	18,425	29.8	24.4	11.4	10.4	.1045
SUBURBAN TOTAL	14,665,466	21,538	28.4	28.2	13.7	12.0	.4901

TURN TO
LANDON
FOR RESULTS
(See page B-26)

When you ask Landon . . . you get the largest newspaper sales and marketing organization working for you. That's why advertisers turn to Landon for results. It starts with a phone call:
212 867-1112 (NYC)
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SOUTH FLORIDA'S #1 MARKET

Palm Beach County

■ The nation's second-fastest growing Top-100 metro market with almost 600,000 residents ■ Our PER CAPITA buying power makes Palm Beach County NUMBER ONE in South Florida with $7,214 in total retail sales, $1,394 in total food store sales, $795 in total general merchandise store sales, $795 in total furniture, home furnishings and appliance store sales ■

■ **Reach this affluent market** with the newspapers that reach more adults than all other daily newspapers in our market combined! ■ Call John Drotar, National Advertising Manager, at (305) 837-4271. ■

Represented nationally by
Sawyer-Ferguson-Walker Co.

The Palm Beach Post & The Evening Times

2751 S. Dixie Hwy., West Palm Beach, FL 33405

Sources: Sales & Marketing Management, Survey of Buying Power, 1985; ABC, June 30, 1985.

FLA. (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
WEST PALM BEACH - BOCA RATON - DELRAY BEACH	**10,851,533**	**25,640**	**22.8**	**26.6**	**16.0**	**18.8**	**.2713**
Palm Beach	10,851,533	25,640	22.8	26.6	16.0	18.8	.2713
• Boca Raton	1,144,450	33,708	17.4	25.1	17.6	30.3	.0374
• Delray Beach	700,573	25,183	23.5	27.4	15.4	18.5	.0301
• West Palm Beach	878,033	20,627	25.7	25.1	13.3	12.9	.0456
SUBURBAN TOTAL	8,128,477	25,594	22.9	26.8	16.2	18.4	.2582
OTHER COUNTIES							
Baker	126,167	19,365	29.4	31.8	11.7	4.8	.0045
Calhoun	61,706	13,487	29.7	23.6	8.1	3.5	.0027
Charlotte	912,514	18,746	33.1	26.7	11.2	8.5	.0322
Citrus	739,799	16,605	35.1	25.0	8.9	6.4	.0272
Columbia	356,368	18,840	26.2	27.4	12.6	7.3	.0147
De Soto	166,258	16,009	32.5	25.2	6.7	6.9	.0071
Dixie	66,269	14,078	32.9	19.4	6.8	6.3	.0027
Flagler	160,966	19,423	29.5	30.0	10.3	8.1	.0053
Franklin	58,778	13,830	29.8	22.0	7.9	4.8	.0021
Gilchrist	50,862	15,119	30.3	24.7	9.6	4.0	.0018
Glades	55,628	16,022	34.0	23.7	10.3	4.3	.0018
Gulf	88,277	18,970	23.4	27.1	14.3	6.8	.0032
Hamilton	65,295	15,155	27.9	23.4	8.3	4.8	.0026
Hardee	122,874	12,674	31.6	20.7	5.4	3.7	.0058
Hendry	190,746	19,982	25.2	29.2	11.5	9.2	.0080
Highlands	551,882	16,398	32.5	24.7	8.2	7.3	.0204
Holmes	124,838	15,126	28.5	24.5	7.8	5.2	.0042
Indian River	943,191	20,508	28.4	26.8	12.4	12.0	.0337
Jackson	310,973	15,456	28.8	23.8	8.8	5.7	.0122
Jefferson	83,172	14,305	28.2	20.8	8.2	7.7	.0031
Lafayette	32,306	16,327	29.2	25.7	8.1	5.7	.0012
Lake	1,307,144	18,149	32.9	25.8	10.2	8.8	.0490
Levy	195,406	15,574	32.3	24.1	7.5	5.2	.0071
Liberty	34,170	16,558	30.6	21.6	11.9	7.3	.0012
Madison	102,316	15,441	27.8	22.8	7.5	6.8	.0042
Monroe	895,421	20,227	29.2	26.0	11.9	12.7	.0320
Okeechobee	196,833	15,251	33.7	23.3	8.1	4.8	.0089
Putnam	553,727	17,984	27.5	24.9	11.3	9.3	.0201
Sumter	226,207	15,197	31.3	24.4	8.0	4.6	.0092
Suwannee	210,859	16,897	29.3	24.1	11.0	7.2	.0083
Taylor	164,514	18,046	23.1	22.6	13.6	10.6	.0057
Union	68,327	19,245	24.5	33.4	9.7	5.2	.0026
Wakulla	108,690	17,810	29.0	26.6	11.8	6.2	.0036
Walton	228,665	16,707	28.0	24.2	9.9	8.1	.0078
Washington	127,106	15,646	28.6	24.6	8.4	5.7	.0046
TOTAL METRO COUNTIES	**122,939,795**	**21,974**	**25.9**	**26.9**	**14.1**	**13.5**	**4.5432**
TOTAL STATE	**132,648,049**	**21,534**	**26.4**	**26.7**	**13.8**	**13.0**	**4.9040**

GEORGIA

GA.

S&MM ESTIMATES

POPULATION—12/31/85 | RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ALBANY	**118.2**	**.0490**	**28.0**	**12.7**	**18.6**	**18.8**	**19.1**	**39.5**	**715,651**	**142,838**	**61,439**	**100,912**	**36,138**	**173,822**	**16,991**
Dougherty	103.2	.0428	28.0	12.9	18.2	17.9	19.3	34.8	706,100	138,110	60,699	100,912	35,517	173,448	16,028
• Albany	85.1	.0353	28.1	12.7	18.4	16.4	20.9	29.0	691,145	133,495	59,479	99,637	35,207	172,123	15,912
Lee	15.0	.0062	28.3	11.8	20.1	19.1	17.5	4.7	9,551	4,728	740		621	374	963
SUBURBAN TOTAL	33.1	.0137	27.9	12.7	19.2	22.1	14.2	10.5	24,506	9,343	1,760	1,275	931	1,699	1,079
ATHENS	**139.8**	**.0579**	**28.7**	**18.8**	**18.8**	**17.5**	**20.7**	**50.9**	**793,108**	**170,945**	**77,221**	**120,408**	**29,847**	**169,223**	**31,276**
Clarke	76.5	.0317	26.6	25.8	19.6	15.1	18.6	28.9	639,995	116,118	67,867	114,687	24,697	136,629	24,574
• Athens	42.5	.0176	25.3	32.8	17.6	11.2	21.8	15.9	456,910	91,152	58,812	54,610	19,535	79,567	20,979
Jackson	27.7	.0115	32.2	10.4	16.3	20.1	25.4	9.6	105,414	29,785	5,593	5,526	3,299	27,901	5,619
Madison	20.3	.0084	31.4	9.9	17.9	20.2	23.3	7.1	17,586	9,029	1,253	195	424	3,095	504
Oconee	15.3	.0063	30.3	10.8	20.4	21.1	19.4	5.3	30,113	16,011	2,508		1,427	1,598	579
SUBURBAN TOTAL	97.3	.0403	30.0	12.7	19.3	20.2	20.2	35.0	326,198	79,791	18,405	65,798	10,312	89,656	10,297

GA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ATLANTA	**2,460.7**	**1.0220**	**30.6**	**11.3**	**20.4**	**21.3**	**19.7**	**902.7**	**17,418,814**	**3,002,802**	**1,815,366**	**2,182,364**	**817,279**	**4,348,536**	**507,443**
Barrow	24.6	.0102	31.8	10.2	16.3	19.2	25.6	8.6	117,244	24,904	6,168	4,147	1,515	39,616	4,938
Butts	15.2	.0063	30.4	13.6	17.7	18.0	23.8	4.5	30,424	11,599	1,277	1,209	1,272	2,725	1,293
Cherokee	66.1	.0275	29.9	9.8	21.0	20.5	18.7	22.1	182,578	57,933	14,225	6,050	4,761	36,208	9,630
Clayton	170.7	.0709	28.7	11.9	21.3	22.2	14.3	59.5	1,341,149	235,681	92,984	247,370	44,887	364,918	42,444
Cobb	373.6	.1551	30.5	11.1	22.1	23.4	16.7	140.8	2,735,076	454,611	215,119	427,497	116,703	747,075	68,465
• Marietta	40.9	.0170	30.7	15.7	23.3	16.9	23.0	17.9	802,802	122,360	78,130	49,591	38,231	286,855	23,976
Coweta	44.2	.0183	31.9	9.6	16.5	20.0	24.9	15.4	184,546	42,955	10,146	14,292	7,434	57,728	7,706
De Kalb	514.7	.2137	30.8	12.5	20.7	21.4	19.8	192.9	4,618,030	704,480	412,141	595,925	209,284	1,379,960	107,157
Douglas	68.5	.0285	29.3	9.4	20.3	21.8	16.7	22.0	288,031	80,052	22,440	13,317	14,325	81,428	10,825
Fayette	43.6	.0181	31.6	7.3	18.7	26.6	17.1	14.6	125,464	43,201	9,166	361	3,890	15,736	9,078
Forsyth	35.3	.0147	30.9	10.1	18.2	21.4	21.2	12.4	109,288	23,772	12,171	4,503	7,294	27,201	4,049
Fulton	611.2	.2538	31.3	12.6	20.1	18.9	23.5	242.0	5,536,503	806,591	856,702	699,410	271,742	1,073,959	160,897
• Atlanta	437.7	.1817	30.8	13.7	19.8	17.5	24.3	173.0	3,680,990	488,030	569,855	560,706	159,125	676,930	100,756
Gwinnett	244.2	.1014	29.7	9.4	23.2	23.4	14.4	84.6	1,178,695	261,611	101,127	100,967	98,466	252,361	42,213
Henry	45.5	.0189	31.3	9.9	18.0	20.9	22.4	15.2	113,649	27,577	7,877	1,872	1,445	28,910	4,646
Newton	39.2	.0163	30.8	10.7	16.0	19.7	23.5	13.0	136,026	42,805	8,106	7,999	4,364	28,892	7,317
Paulding	30.8	.0128	30.3	10.1	18.4	20.4	20.9	10.7	69,478	15,032	3,207	1,942	640	35,034	3,446
Rockdale	46.8	.0195	30.9	9.0	17.8	23.7	19.0	15.3	256,295	60,220	14,938	23,472	11,304	82,549	8,168
Spalding	51.5	.0214	31.7	10.0	16.4	19.6	24.9	17.6	298,633	76,060	20,671	27,276	14,329	70,577	8,785
Walton	35.0	.0146	31.2	9.8	15.9	19.8	24.2	11.5	97,705	33,718	6,901	4,755	3,624	23,659	6,386
SUBURBAN TOTAL	1,982.1	.8233	30.5	10.7	20.7	22.2	18.5	711.8	12,935,022	2,392,412	1,167,381	1,572,067	619,923	3,384,751	382,711
AUGUSTA	**378.7**	**.1571**	**29.9**	**13.0**	**18.1**	**18.9**	**21.8**	**133.3**	**1,921,039**	**387,274**	**161,199**	**248,204**	**95,201**	**464,166**	**70,889**
Columbia	53.1	.0220	29.1	10.5	20.5	22.2	15.7	18.1	125,334	37,989	6,994	19,309	9,186	12,222	5,033
McDuffie	19.9	.0083	30.9	10.6	16.4	18.9	24.4	7.0	109,751	26,071	7,530	6,672	3,795	19,141	4,753
Richmond	190.7	.0791	29.1	15.3	18.7	17.7	21.4	65.1	1,175,947	192,620	112,264	162,714	70,652	318,593	36,614
• Augusta	46.4	.0193	35.0	12.1	15.3	14.0	36.0	19.5	394,844	73,209	36,572	17,195	22,928	122,830	21,148
Aiken, S. C.	*115.0*	*.0477*	*31.5*	*10.7*	*16.7*	*19.5*	*24.7*	*43.1*	*510,007*	*130,594*	*34,411*	*59,509*	*11,668*	*114,210*	*24,489*
SUBURBAN TOTAL	332.3	.1378	29.3	13.1	18.5	19.6	19.8	113.8	1,526,195	314,065	124,627	231,009	72,373	341,336	49,741
COLUMBUS	**242.8**	**.1009**	**28.9**	**15.6**	**17.9**	**17.3**	**21.7**	**82.3**	**1,232,143**	**216,007**	**104,577**	**165,829**	**78,117**	**343,936**	**35,371**
Chattahoochee	21.2	.0088	22.6	39.6	24.1	10.1	2.1	3.0	3,477	1,140	1,676				
Muscogee	173.1	.0719	29.8	13.9	17.7	18.0	22.9	61.7	1,086,846	162,571	90,591	148,083	76,241	326,743	28,507
• Columbus	172.2	.0715	29.8	13.9	17.8	17.9	22.9	61.1	1,086,846	162,571	90,591	148,083	76,241	326,743	28,507
Russell, Ala.	*48.5*	*.0202*	*31.3*	*11.2*	*15.8*	*18.4*	*25.8*	*17.6*	*141,820*	*52,296*	*12,310*	*17,746*	*1,876*	*17,193*	*6,864*
SUBURBAN TOTAL	70.6	.0294	26.6	19.7	18.3	15.9	18.8	21.2	145,297	53,436	13,986	17,746	1,876	17,193	6,864

The Georgia Group

- Albany Herald
- Athens Banner-Herald/Daily News
- Augusta Chronicle-Herald
- Columbus Ledger-Enquirer
- Macon Telegraph & News
- Savannah News-Press

One convenient group buy gives you:

- 1,376,100 Population
- 478,400 Households
- $12,762,555,000 Effective Buying Income
- $6,954,283,000 Retail Sales
- $1,388,081,000 Food Sales

Represented Nationally By:
Branham Newspaper Sales
Knight Ridder Newspaper Sales

Source: S&MM's Survey of Buying Power 1986

Athens
Augusta
Macon
Columbus
Savannah
Albany

GA. (cont.)

S&MM ESTIMATES[1]

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
MACON - WARNER ROBINS	**279.5**	**.1160**	**30.5**	**12.1**	**17.3**	**19.5**	**22.7**	**98.7**	**1,624,903**	**324,654**	**129,507**	**213,922**	**79,262**	**457,358**	**51,331**
Bibb	155.2	.0648	31.4	11.7	17.3	18.0	25.8	56.5	1,075,915	187,263	93,656	163,009	63,050	280,996	34,249
• Macon	120.5	.0500	31.6	12.2	16.9	16.7	27.5	44.9	1,009,473	178,162	88,026	157,136	60,948	273,141	34,771
Houston	83.3	.0346	29.1	12.7	17.9	22.0	17.5	28.6	455,272	109,674	30,483	46,734	13,910	154,729	11,507
• Warner Robins	44.3	.0184	29.3	12.8	17.9	22.1	17.7	15.9	355,584	84,758	21,716	40,855	10,974	128,166	9,235
Jones	19.5	.0081	30.6	10.2	18.0	20.7	21.4	6.5	15,339	6,843	305		1,177	804	2,766
Peach	20.5	.0085	28.8	14.4	16.1	18.8	21.3	7.1	78,377	20,874	5,063	4,179	1,125	20,829	2,809
SUBURBAN TOTAL	114.7	.0476	29.9	11.6	17.9	21.4	19.5	37.9	259,846	61,734	19,765	15,931	7,340	56,051	7,325
SAVANNAH	**234.1**	**.0971**	**30.6**	**12.2**	**17.7**	**17.7**	**24.5**	**84.3**	**1,439,709**	**277,544**	**165,835**	**183,361**	**74,714**	**340,650**	**42,495**
Chatham	212.3	.0881	30.7	12.5	17.6	17.4	24.9	76.9	1,408,470	266,473	165,182	181,262	73,484	332,338	41,671
• Savannah	147.3	.0612	30.7	12.8	17.0	16.5	26.2	54.3	1,173,504	220,304	123,216	173,344	56,691	282,462	34,736
Effingham	21.8	.0090	30.0	10.1	16.7	20.4	21.2	7.4	31,239	11,071	653	2,099	1,230	8,312	824
SUBURBAN TOTAL	86.8	.0359	30.4	11.3	18.5	19.8	21.7	30.0	266,205	57,240	42,619	10,017	18,023	58,188	7,759
OTHER COUNTIES															
Appling	17.1	.0071	29.7	10.4	15.9	18.2	23.4	5.6	62,902	19,028	5,306	3,864	2,307	14,570	2,128
Atkinson	6.4	.0026	30.3	10.2	14.9	18.5	24.5	2.0	14,024	5,084	636	640	399	2,418	462
Bacon	9.9	.0041	30.6	9.5	15.6	17.8	25.3	3.5	33,493	9,017	1,846	940	939	10,140	2,812
Baker	3.6	.0015	30.3	11.0	14.3	16.4	26.9	1.2	4,004	2,679					121
Baldwin	37.3	.0155	30.5	14.7	16.8	18.1	24.4	11.6	189,795	43,900	16,332	29,580	7,145	38,331	7,651
Banks	10.0	.0042	32.5	10.2	16.8	19.9	25.8	3.5	13,440	1,742	2,751	315	436	167	
Bartow	45.3	.0188	31.4	9.9	16.7	20.2	23.9	15.7	228,614	53,718	18,738	9,155	10,657	47,619	6,257
Ben Hill	17.4	.0072	32.4	9.6	15.9	16.8	29.1	6.2	71,739	19,211	4,717	5,398	4,651	14,125	3,164
Berrien	14.3	.0060	32.1	10.2	15.7	19.3	26.2	5.1	46,441	10,009	1,365	3,699	1,856	18,822	1,376
Bleckley	10.6	.0044	31.6	14.3	14.0	19.1	26.1	3.6	31,104	11,013	1,496	2,899	1,978	5,496	2,489
Brantley	10.1	.0042	29.7	9.7	17.4	19.6	21.1	3.5	8,335	3,861	639		1,166	490	249
Brooks	15.5	.0065	31.7	9.6	13.5	16.0	29.5	5.2	47,079	11,752	1,117	1,291	2,273	21,323	1,427
Bryan	12.8	.0053	28.8	10.3	18.1	18.9	19.8	4.1	28,101	7,408	2,890	129	431	3,407	620
Bulloch	36.4	.0151	27.6	19.8	15.9	16.5	21.8	12.0	221,617	54,008	17,354	33,078	9,188	55,215	6,199
Burke	20.3	.0084	29.1	10.9	15.2	15.5	25.5	6.5	72,238	29,981	5,409	3,380	7,135	9,803	3,499
Calhoun	5.4	.0023	31.5	10.6	13.2	15.3	30.2	1.5	12,743	4,238	105	387	585	4,027	618
Camden	17.3	.0072	27.5	17.1	16.5	18.3	19.3	5.3	79,985	24,916	5,514	3,964	3,055	19,995	1,991
Candler	7.7	.0032	34.1	8.9	14.8	16.5	32.3	2.7	37,460	10,328	844	1,039	831	12,248	800
Carroll	62.2	.0258	30.3	13.4	16.6	19.0	23.2	21.5	270,438	64,581	21,692	34,219	7,744	59,466	11,733
☐ Catoosa	40.1	.0166	31.4	9.9	18.0	22.2	21.4	14.0	212,541	79,559	17,609	28,345	11,497	34,083	4,725
Charlton	8.3	.0035	29.1	10.6	14.1	19.1	22.5	2.7	22,011	5,256	1,716	1,154	936	9,313	604
Chattooga	21.9	.0091	33.8	9.4	15.2	19.0	29.2	7.8	92,717	28,359	5,599	5,543	1,770	17,427	3,485
Clay	3.6	.0015	33.5	9.3	13.9	14.4	33.5	1.2	6,467	3,754	647	127			589
Clinch	6.9	.0029	29.5	10.5	15.8	17.9	23.3	2.3	13,243	5,520	795	503	571	2,665	1,265
Coffee	29.3	.0122	29.7	11.7	16.3	17.5	23.9	9.8	129,550	28,656	9,578	10,777	4,496	24,838	4,783
Colquitt	36.6	.0152	32.0	9.6	15.3	17.9	27.5	13.0	152,698	36,912	10,700	15,125	4,655	31,444	6,823
Cook	13.9	.0058	31.3	9.3	15.2	17.8	26.6	4.8	45,393	11,372	4,410	1,559	2,331	7,201	2,330
Crawford	8.4	.0035	30.1	10.7	16.2	20.1	22.0	2.4	5,540	2,094	273		128	1,058	
Crisp	20.2	.0084	30.7	10.4	15.7	16.1	27.1	7.1	155,995	37,454	10,773	17,154	4,758	23,182	4,724
☐ Dade	12.9	.0054	30.2	12.2	17.2	20.2	21.6	4.2	38,476	14,838	2,413	1,108	1,379	3,285	438
Dawson	6.0	.0025	32.1	9.5	18.1	19.5	25.2	2.1	9,609	1,428	260	171	385	873	132
Decatur	26.8	.0111	30.3	10.7	15.3	16.3	26.5	9.0	105,588	28,002	5,627	9,212	2,666	23,544	7,677
Dodge	17.0	.0071	32.7	9.1	15.2	17.8	28.7	6.0	85,220	24,779	11,110	9,106	1,458	15,456	3,569
Dooly	10.9	.0045	31.0	9.6	14.5	15.9	28.3	3.8	52,577	6,090	1,289	1,224	4,057	19,868	1,318
Early	13.3	.0055	31.0	9.5	13.7	17.1	27.3	4.7	44,245	12,598	1,286	3,737	990	10,195	2,550
Echols	2.3	.0010	29.6	10.8	15.8	19.6	21.9	.8	418	211	207				
Elbert	19.1	.0079	33.1	10.1	15.5	18.3	28.8	7.0	102,470	22,455	5,177	3,833	2,254	45,710	3,872
Emanuel	22.0	.0092	31.5	9.9	15.0	17.3	27.4	7.4	92,101	22,675	6,599	5,165	4,823	24,338	4,158
Evans	8.6	.0035	30.9	10.8	14.6	17.3	26.8	3.1	41,410	10,574	1,304	4,256	1,536	8,059	2,052
Fannin	15.6	.0065	36.8	7.9	15.2	19.2	33.2	5.9	48,394	19,200	3,553	5,283	1,045	5,693	1,514
Floyd	81.1	.0337	33.2	11.1	16.0	19.7	27.4	29.7	396,187	90,407	35,386	54,402	21,111	87,115	16,053
Franklin	16.3	.0067	34.3	10.4	14.9	19.6	29.3	5.9	88,992	18,394	2,112	2,338	2,320	38,451	2,709
Gilmer	12.4	.0052	34.1	9.7	15.6	20.4	28.2	4.3	39,349	6,518	2,509	2,717	2,216	12,433	3,131
Glascock	2.4	.0010	36.7	9.9	13.2	17.6	34.5	.8	2,714	1,059	416	183	80	159	
Glynn	59.0	.0245	32.2	10.6	16.8	19.3	26.0	22.2	353,670	60,863	40,985	38,961	16,607	64,905	12,162
Gordon	33.8	.0140	31.6	9.9	16.8	20.6	23.6	11.7	158,139	31,878	16,154	14,520	19,385	16,192	6,225
Grady	22.3	.0093	31.6	9.8	15.0	17.3	27.6	7.4	92,042	31,560	3,340	3,386	2,009	22,246	2,003
Greene	12.1	.0050	31.8	10.1	14.2	16.3	29.2	4.0	31,872	13,782	1,285	1,378	1,521	7,731	763
Habersham	26.8	.0111	31.2	15.5	15.5	18.7	25.4	9.4	121,200	27,360	7,105	4,111	6,504	32,472	5,880
Hall	84.8	.0352	32.0	10.7	17.2	20.8	24.0	30.1	476,352	101,725	45,923	65,564	19,683	118,375	20,392
Hancock	9.7	.0040	29.4	10.4	14.7	15.5	26.3	2.9	15,369	6,731	1,153	431	222	1,629	889
Haralson	20.1	.0084	33.7	9.2	15.4	20.3	27.6	7.2	56,040	19,168	2,381	2,587	1,465	11,032	4,369
Harris	17.5	.0073	34.0	9.2	15.6	18.9	29.5	6.2	17,361	7,843	1,222	450	1,271	2,229	250
Hart	19.6	.0081	33.0	9.5	15.5	18.3	28.5	6.7	53,449	14,282	5,558	4,692	2,951	11,865	2,945
Heard	7.1	.0029	32.7	9.9	14.7	18.7	27.9	2.3	9,754	3,364	291		1,682	1,230	594
Irwin	9.4	.0039	33.3	8.7	13.9	17.8	29.8	3.3	13,327	4,046	659	300	251	2,621	873
Jasper	8.4	.0035	32.1	9.7	16.5	17.9	27.4	3.0	12,574	5,567	794	631	215	1,227	609
Jeff Davis	12.3	.0051	30.3	10.4	16.6	18.4	23.8	4.3	51,309	20,299	2,862	2,938	2,323	9,335	2.932
Jefferson	19.0	.0079	30.8	10.0	15.4	15.3	28.2	6.5	61,476	13,683	3,137	2,802	2,136	19,433	3,427
Jenkins	8.9	.0037	31.0	11.1	15.2	16.6	27.3	2.9	28,459	12,012	942	169	801	5,195	1,543
Johnson	8.8	.0037	32.6	10.0	14.3	16.8	29.7	3.1	12,387	5,360	870	194	827	2,110	685
Lamar	13.0	.0054	32.3	10.3	15.8	18.1	27.6	4.5	31,889	11,148	2,667	3,576	624	7,677	1,838
Lanier	5.8	.0024	30.0	10.8	14.5	17.9	24.8	2.0	10,501	3,334	238	136	433	3,981	530
Laurens	39.1	.0162	32.3	9.8	15.7	18.3	27.4	13.6	236,614	48,795	16,793	27,604	11,719	62,027	8,755
Liberty	42.7	.0178	23.3	26.5	20.0	13.6	9.9	11.9	111,286	23,209	11,930	10,783	10,665	15,674	2,005
Lincoln	7.1	.0029	32.4	10.2	15.0	18.0	28.0	2.1	11,634	3,778	768	237	226	2,885	892

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Long	5.2	.0022	27.3	14.5	16.8	16.2	20.9	1.7	2,712	1,371	86		69	412	101
Lowndes	74.0	.0307	28.3	15.2	17.4	17.8	20.5	25.3	423,332	74,472	39,610	40,872	21,495	102,357	19,260
Lumpkin	11.8	.0049	29.5	17.7	15.5	18.9	22.6	3.9	34,889	8,092	3,110	1,872	694	14,307	2,366
McIntosh	9.2	.0038	31.6	11.4	14.8	17.0	27.9	3.0	24,789	7,459	1,008	973	128	6,354	825
Macon	14.4	.0060	30.0	11.0	15.2	15.9	26.6	4.9	30,089	8,359	696	3,029	947	5,701	2,432
Marion	5.4	.0022	31.1	10.0	14.4	18.4	26.0	1.7	13,992	4,200	157	502		2,396	1,153
Meriwether	21.8	.0091	31.1	10.2	15.4	17.2	26.8	7.1	66,849	14,886	3,095	4,317	2,024	26,409	1,965
Miller	7.0	.0029	32.3	9.8	14.2	17.5	28.7	2.6	16,319	6,437	156	218	670	4,737	632
Mitchell	21.9	.0091	29.3	10.4	15.1	16.7	24.6	6.9	69,993	23,392	2,246	3,217	4,562	18,491	1,810
Monroe	16.1	.0067	32.1	11.1	16.3	19.3	26.1	5.3	39,792	13,112	5,455	1,015	467	754	1,623
Montgomery	7.3	.0030	29.1	16.8	15.4	16.5	24.4	2.3	46,106	7,529	3,423	7,375	2,184	19,645	1,034
Morgan	12.4	.0051	30.9	10.2	15.6	18.0	25.6	4.0	66,697	16,722	4,182	2,479	1,060	15,319	2,259
Murray	23.1	.0096	29.5	10.9	17.9	21.2	19.1	7.9	71,875	35,967	2,940	2,240	2,146	7,530	4,117
Oglethorpe	9.6	.0040	32.1	9.6	15.6	19.9	25.5	3.4	23,914	4,955	254	1,167	89	13,262	658
Pickens	13.0	.0054	33.8	9.9	15.9	20.3	27.7	4.8	50,793	10,795	1,614	2,399	966	18,774	4,149
Pierce	12.8	.0053	30.9	9.6	16.4	18.8	24.5	4.3	33,182	9,341	1,623	383	786	8,642	1,060
Pike	9.9	.0041	32.8	9.1	15.3	20.4	26.3	3.2	6,235	1,897	152	173	89	175	751
Polk	33.4	.0139	33.8	10.1	14.5	19.2	29.0	11.9	120,009	39,881	5,633	10,593	4,705	26,608	7,930
Pulaski	9.1	.0038	33.1	9.8	14.2	18.7	28.6	3.2	35,521	13,094	1,757	1,436	1,677	8,173	1,367
Putnam	11.9	.0049	32.2	10.3	16.2	18.2	27.3	4.1	33,259	14,208	1,423	1,252	447	5,737	1,030
Quitman	2.2	.0010	32.9	9.8	13.4	14.5	32.7	.8	3,492	1.932		194		659	
Rabun	10.9	.0045	35.9	9.0	15.5	19.4	31.9	4.1	51,121	12,001	4,404	1,391	1,661	7,237	1,105
Randolph	9.6	.0040	32.1	11.6	13.4	14.5	31.6	3.3	20,210	7,635	704	1,116	1,308	3,234	1,194
Schley	3.6	.0015	30.6	9.0	15.3	18.2	25.1	1.1	12,455	3,590	257	386	321	4,117	
Screven	15.2	.0063	31.6	10.6	15.8	16.2	28.4	5.4	45,645	15,800	1,574	2,078	1,270	10,915	2,499
Seminole	9.5	.0039	32.3	10.2	14.1	16.9	29.2	3.2	29,622	10,798	879	1,748	1,240	7,129	1,769
Stephens	22.2	.0092	33.2	10.7	16.0	18.3	28.9	8.1	123,756	29,445	9,214	17,098	3,298	27,977	7,634
Stewart	6.1	.0026	32.0	10.1	13.2	15.8	30.2	1.9	12,634	4,083	786	423	159	2,703	857
Sumter	30.5	.0126	29.7	13.2	16.3	15.9	25.5	10.1	178,016	33,743	12,723	9,466	4,916	24,477	7,648
Talbot	6.3	.0026	31.5	10.5	15.8	17.3	27.2	2.1	8,279	2,247	398	713	75	1,526	298
Taliaferro	2.0	.0009	37.9	7.9	13.2	14.3	38.5	.8	813	125	271	65	108		
Tattnall	18.0	.0074	31.8	10.4	16.8	18.2	26.5	6.1	52,109	13,466	1,957	1,509	3,822	17,147	2,147
Taylor	7.7	.0032	32.5	10.6	13.9	18.6	28.0	2.6	17,925	4,543	440	917	421	4,518	1,254
Telfair	11.1	.0047	33.1	9.7	14.5	16.4	30.8	4.0	44,006	14,661	1,656	4,285	3,056	7,547	1,847
Terrell	12.1	.0050	30.3	10.6	14.8	15.8	27.3	4.0	36,215	11,782	2,129	924	1,180	6,518	1,081
Thomas	38.4	.0159	31.7	10.4	15.3	18.0	26.9	13.2	179,627	34,584	15,608	16,070	8,506	48,245	6,163
Tift	34.3	.0143	29.3	13.4	16.5	17.7	22.9	11.6	261,464	41,259	25,850	21,117	8,843	55,670	9,019
Toombs	24.4	.0101	31.2	10.2	15.3	18.9	25.3	8.7	84,000	25,214	5,950	5,156	3,212	14,677	3,168
Towns	6.3	.0026	38.1	12.8	12.7	17.5	36.4	2.5	18,130	3,541	2,018	1,555	654	3,097	488
Treutlen	6.1	.0025	31.7	9.6	14.8	16.6	28.5	2.1	9,333	4,228	744	170	644	730	583
Troup	53.5	.0223	32.1	10.9	16.5	16.8	28.4	19.2	315,002	63,432	21,970	30,796	19,027	74,135	11,679
Turner	10.0	.0041	30.4	10.0	14.7	17.0	26.2	3.2	49,036	14,004	2,316	3,006	2,396	10,895	804
Twiggs	10.0	.0042	29.3	11.9	14.4	17.5	24.3	3.3	7,724	2,357	151	755	325	523	135
Union	10.8	.0045	35.0	9.4	14.9	18.8	31.2	4.0	21,860	4,266	2,489	555	293	4,754	2,084
Upson	26.4	.0109	34.7	9.6	14.8	18.5	31.0	9.5	111,179	29,156	8,908	8,971	5,920	20,173	4,298
☐ Walker	56.4	.0234	32.9	9.9	16.1	20.2	26.4	20.1	206,651	83,172	5,693	8,397	6,511	24,913	4,879
Ware	37.7	.0156	31.8	10.1	16.2	17.8	27.0	13.1	257,038	47,900	15,599	49,616	13,481	54,907	9,218
Warren	6.5	.0027	32.2	9.4	14.8	15.9	30.0	2.0	13,232	3,565	499	293	490	4,970	523
Washington	19.3	.0080	30.8	10.7	15.7	16.6	26.8	6.4	77,174	21,861	4,507	6,702	2,041	21,448	4,253
Wayne	21.8	.0091	31.1	10.4	16.4	18.7	24.9	7.2	120,029	20,688	6,171	6,124	10,593	41,021	7,018
Webster	2.3	.0009	31.3	10.3	15.3	16.3	28.0	.8	3,414	537		1,572		843	
Wheeler	5.5	.0023	32.4	8.3	14.9	16.1	30.0	1.9	2,868	506	131		194	752	
White	11.5	.0048	33.9	10.9	15.7	20.3	27.9	4.1	25,627	4,723	3,289	946	723	7,381	1,327
Whitfield	70.4	.0292	30.7	11.0	17.7	21.2	21.3	24.7	439,722	84,085	34,189	57,850	53,442	90,460	12,460
Wilcox	7.8	.0033	33.8	9.2	14.5	16.5	31.8	2.6	6,163	2,066	126	794	300	766	547
Wilkes	11.3	.0047	34.1	9.6	15.0	18.0	30.7	4.0	56,164	16,911	1,582	3,492	1,021	12,149	3,083
Wilkinson	11.1	.0046	30.0	11.6	15.3	18.1	24.3	3.6	23,466	8,913	1,811	1,046	1,468	3,928	
Worth	19.3	.0080	30.6	10.4	16.1	18.3	24.5	6.3	47,017	11,817	1,935	3,982	684	16,442	2,756
TOTAL METRO COUNTIES	**3,799.7**	**1.5775**	**30.3**	**12.2**	**19.7**	**20.3**	**20.4**	**1,369.3**	**24,951,208**	**4,516,741**	**2,494,138**	**3,175,595**	**1,216,501**	**6,228,569**	**734,485**
TOTAL STATE	**5,990.5**	**2.4874**	**30.6**	**11.9**	**18.4**	**19.5**	**22.3**	**2,121.6**	**34,100,266**	**6,724,402**	**3,163,127**	**3,996,984**	**1,649,680**	**8,316,777**	**1,108,441**

CHANGE IN INCOME CALCULATIONS!

Due in part to the recent publication of new income-related data from the Bureau of the Census, Bill Communications' Market Statistics Division has undertaken a major recalculation of Effective Buying Income (EBI) statistics. The latest *Current Population Survey (CPS)* from the Bureau has revealed problems in the methodology used in 1983 to convert Total Aggregate Income (TAI) to EBI, which is roughly equivalent to disposable personal income. This adjustment results in median household EBI figures in this year's *Survey* that average 12% *below* last year's figures, and users of *Survey* data should take this into account when making comparisons of data between the 1985 and 1986 issues. S&MM and Market Statistics regret any problems this readjustment may cause our readers, but we feel that this recalculation is absolutely essential to insure the continuing accuracy of *Survey of Buying Power* data. A detailed explanation of this and other changes in this year's *Survey* can be found on page A-8.

GA.

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ALBANY	**1,100,857**	**22,111**	**23.0**	**27.7**	**16.5**	**10.1**	**.0450**
Dougherty	940,681	21,352	23.6	28.0	15.7	9.2	.0406
• Albany	737,151	19,833	24.0	26.3	14.3	9.1	.0351
Lee	160,176	29,530	18.3	25.6	22.5	16.9	.0044
SUBURBAN TOTAL	363,706	28,451	19.9	32.0	22.5	12.8	.0099
ATHENS	**1,332,798**	**18,967**	**27.8**	**25.6**	**12.6**	**9.3**	**.0526**
Clarke	783,780	18,309	27.1	22.9	12.2	11.1	.0341
• Athens	398,549	15,033	29.9	19.2	9.3	8.9	.0205
Jackson	234,407	19,603	28.2	30.6	12.3	6.0	.0087
Madison	154,116	17,458	34.0	27.5	10.5	3.8	.0049
Oconee	160,495	25,044	22.8	28.8	18.1	12.8	.0049
SUBURBAN TOTAL	934,249	20,819	26.9	28.4	14.1	9.5	.0321
ATLANTA	**31,304,372**	**27,770**	**20.0**	**26.8**	**18.7**	**19.0**	**1.1377**
Barrow	201,423	18,923	26.9	29.3	11.6	6.2	.0082
Butts	131,314	20,426	26.9	27.4	13.9	9.6	.0043
Cherokee	634,711	24,535	22.3	32.9	18.9	9.2	.0207
Clayton	1,972,762	28,905	19.4	32.8	23.0	14.0	.0782
Cobb	5,856,032	35,432	15.4	25.4	22.3	28.5	.1943
• Marietta	608,690	25,028	23.0	28.0	15.6	17.8	.0315
Coweta	436,945	22,022	22.6	27.5	15.8	11.0	.0154
De Kalb	6,881,783	28,770	20.3	27.6	18.8	20.5	.2649
Douglas	719,933	29,483	17.9	32.7	24.2	13.3	.0248
Fayette	619,799	38,000	12.6	22.1	28.3	27.9	.0174
Forsyth	365,533	23,677	23.8	30.5	15.9	12.3	.0118
Fulton	7,875,627	21,972	22.8	22.7	13.1	17.9	.3103
• Atlanta	4,879,292	18,045	25.3	22.1	10.8	12.9	.2026
Gwinnett	3,190,446	33,379	15.2	29.7	25.5	21.0	.1026
Henry	463,213	25,888	21.0	32.0	19.5	11.1	.0145
Newton	372,780	23,264	23.7	29.9	17.6	10.7	.0129
Paulding	265,031	21,157	23.6	32.8	13.6	6.5	.0088
Rockdale	539,008	31,172	17.3	29.1	23.0	18.9	.0190
Spalding	475,775	20,756	26.3	27.9	13.8	10.2	.0191
Walton	302,257	20,493	26.3	28.3	14.6	8.3	.0105
SUBURBAN TOTAL	25,816,390	30,159	18.5	28.1	20.7	20.5	.9036
AUGUSTA	**3,849,224**	**21,871**	**24.5**	**28.2**	**15.0**	**11.1**	**.1415**
Columbia	600,432	27,703	20.3	29.2	20.5	15.7	.0179
McDuffie	151,379	16,687	28.9	28.4	7.6	5.4	.0068
Richmond	1,895,677	20,865	25.5	26.8	13.7	11.4	.0749
• Augusta	408,428	13,440	27.5	19.0	7.7	7.1	.0196
Aiken, S. C.	*1,201,736*	*22,152*	*24.3*	*29.5*	*16.1*	*9.5*	*.0419*
SUBURBAN TOTAL	3,440,796	23,395	24.1	29.6	16.4	11.7	.1219
COLUMBUS	**2,209,192**	**18,859**	**27.2**	**27.2**	**11.8**	**8.2**	**.0861**
Chattahoochee	204,832	24,021	29.2	39.8	14.0	9.5	.0055
Muscogee	1,640,749	19,516	27.1	27.2	12.5	9.1	.0670
• Columbus	1,626,115	19,533	27.1	27.2	12.5	9.1	.0667
Russell, Ala.	*363,611*	*15,402*	*27.4*	*24.9*	*9.2*	*4.6*	*.0136*
SUBURBAN TOTAL	583,077	17,050	27.6	27.0	10.0	5.4	.0194
MACON - WARNER ROBINS	**3,028,415**	**24,300**	**22.0**	**26.1**	**17.4**	**14.8**	**.1120**
Bibb	1,618,601	22,109	22.8	25.9	15.3	12.9	.0649
• Macon	1,211,088	20,132	24.0	25.5	13.6	11.3	.0533
Houston	1,004,398	30,086	20.0	26.6	21.9	19.5	.0346
• Warner Robins	550,013	30,416	19.6	27.4	22.9	18.5	.0212
Jones	208,336	25,496	21.7	30.0	18.5	13.3	.0056
Peach	197,080	20,189	23.6	23.3	15.2	11.9	.0069
SUBURBAN TOTAL	1,267,314	27,344	20.6	26.5	19.7	17.4	.0375
SAVANNAH	**2,471,925**	**22,095**	**23.5**	**25.6**	**15.3**	**13.4**	**.0946**
Chatham	2,273,659	22,010	23.7	25.0	15.2	13.9	.0885
• Savannah	1,475,005	19,616	25.0	24.1	13.3	11.7	.0638
Effingham	198,266	22,885	22.4	31.5	16.6	8.1	.0061
SUBURBAN TOTAL	996,920	27,182	20.9	28.4	19.0	16.3	.0308
OTHER COUNTIES							
Appling	113,469	14,994	30.1	24.8	7.5	4.7	.0047
Atkinson	34,453	12,681	32.0	19.5	4.2	4.1	.0016
Bacon	84,026	17,905	25.3	26.7	8.9	9.8	.0031
Baker	23,264	14,585	29.3	21.7	8.2	3.9	.0008
Baldwin	376,423	23,124	25.9	27.5	14.6	14.8	.0138
Banks	80,581	18,373	31.7	30.5	9.6	5.2	.0025
Bartow	380,848	19,815	28.3	31.8	12.1	5.6	.0155
Ben Hill	130,167	14,974	28.4	23.4	9.7	4.6	.0054
Berrien	113,569	17,494	29.1	27.3	9.4	6.0	.0042
Bleckley	87,252	18,118	26.9	26.7	13.3	6.0	.0031
Brantley	85,409	20,172	26.7	29.6	14.1	6.8	.0026
Brooks	102,110	13,872	28.1	20.7	9.5	4.5	.0041
Bryan	85,750	17,636	29.5	32.2	7.8	3.5	.0032
Bulloch	292,844	17,577	29.1	26.4	10.3	7.0	.0130
Burke	168,781	18,686	25.9	23.1	13.7	10.1	.0063
Calhoun	30,779	15,390	25.3	25.0	7.3	6.3	.0012
Camden	137,770	20,061	24.5	24.8	15.3	10.0	.0057

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Candler	55,398	14,093	31.6	21.6	7.1	5.3	.0024
Carroll	556,412	20,719	25.4	30.1	13.4	8.3	.0209
☐ Catoosa	361,102	22,249	24.2	31.8	16.9	6.8	.0144
Charlton	65,626	19,274	27.8	28.6	12.6	6.9	.0023
Chattooga	164,675	17,355	30.7	29.7	9.3	3.6	.0068
Clay	24,528	12,692	27.3	17.2	8.5	7.0	.0008
Clinch	57,426	18,262	29.4	23.5	15.5	6.9	.0020
Coffee	219,127	16,482	29.0	26.2	8.6	6.3	.0091
Colquitt	319,307	18,140	29.1	25.3	12.3	7.9	.0121
Cook	106,060	16,855	33.3	26.5	8.0	6.0	.0040
Crawford	64,396	21,000	23.3	31.6	14.8	5.8	.0020
Crisp	149,014	15,274	27.4	24.7	8.5	4.8	.0077
☐ Dade	92,670	18,000	26.9	31.0	10.0	3.9	.0035
Dawson	44,260	17,038	28.7	28.4	10.3	3.5	.0016
Decatur	217,952	18,254	27.8	26.8	11.4	7.3	.0083
Dodge	133,858	16,561	24.7	23.3	10.7	7.4	.0056
Dooly	65,185	13,007	31.6	18.6	6.7	3.0	.0032
Early	99,634	14,096	26.0	22.1	8.6	7.1	.0038
Echols	20,007	20,381	23.2	28.7	13.0	9.3	.0005
Elbert	147,171	16,623	30.1	27.5	9.3	3.9	.0064
Emanuel	150,448	14,410	30.7	23.5	6.2	5.3	.0065
Evans	63,960	15,523	31.7	24.2	7.1	5.6	.0027
Fannin	106,444	13,628	32.2	22.5	6.5	2.8	.0042
Floyd	818,180	21,722	25.2	28.5	15.7	10.1	.0299
Franklin	136,759	18,294	26.4	27.3	12.3	5.9	.0058
Gilmer	85,909	15,215	31.2	27.2	6.6	3.2	.0035
Glascock	17,873	15,783	27.4	23.3	8.1	7.9	.0005
Glynn	621,221	21,255	24.7	27.9	14.2	10.7	.0236
Gordon	279,868	19,408	29.6	30.0	12.2	6.0	.0112
Grady	146,936	15,009	30.3	23.9	9.1	3.8	.0065
Greene	82,880	16,214	30.0	26.3	8.5	4.3	.0031
Habersham	240,747	19,597	28.5	30.2	12.0	6.8	.0091
Hall	913,816	24,060	23.4	29.6	16.6	13.0	.0337
Hancock	51,312	12,972	32.4	20.1	5.5	3.3	.0020
Haralson	159,490	17,672	29.7	29.0	9.8	4.8	.0057
Harris	173,339	21,975	21.8	28.2	14.0	11.5	.0050
Hart	155,739	18,441	30.1	29.3	10.3	6.1	.0055
Heard	60,359	20,450	27.7	27.8	14.6	8.7	.0019
Irwin	65,804	13,969	34.2	17.7	9.4	4.9	.0023
Jasper	83,766	20,797	24.8	24.5	17.0	10.6	.0025
Jeff Davis	92,447	17,311	29.9	28.1	9.0	5.3	.0038
Jefferson	138,349	14,994	26.5	22.7	9.4	6.4	.0053
Jenkins	53,563	12,793	28.8	20.7	5.6	4.8	.0024
Johnson	64,001	14,978	26.5	26.2	8.1	4.8	.0021
Lamar	111,160	19,604	26.8	28.6	11.7	8.8	.0038
Lanier	44,559	16,825	29.8	24.0	10.7	7.4	.0015
Laurens	326,184	17,565	28.1	24.8	12.0	7.4	.0141
Liberty	362,324	17,429	36.1	27.8	9.2	5.4	.0124
Lincoln	46,768	17,509	28.1	30.6	9.0	4.1	.0017
Long	36,516	16,256	29.3	24.0	13.8	4.1	.0012
Lowndes	622,135	17,933	29.3	26.0	11.1	7.2	.0263
Lumpkin	108,625	19,534	27.9	27.5	14.9	6.4	.0036
McIntosh	59,169	14,813	28.0	23.9	8.9	3.6	.0023
Macon	119,386	17,178	26.5	22.0	11.2	9.5	.0039
Marion	34,443	16,057	26.2	23.3	7.7	6.7	.0014
Meriwether	180,375	19,448	24.1	26.3	12.7	9.9	.0065
Miller	44,462	12,823	31.9	19.4	6.8	3.2	.0017
Mitchell	155,598	16,240	25.8	23.5	10.9	7.0	.0061
Monroe	126,476	18,757	28.6	29.0	10.9	6.8	.0044
Montgomery	50,668	15,256	32.7	22.2	8.0	6.6	.0025
Morgan	90,463	17,210	30.2	27.2	10.4	5.5	.0040
Murray	184,466	19,326	28.4	33.3	9.5	5.3	.0068
Oglethorpe	82,506	19,026	27.2	27.8	13.1	6.9	.0027
Pickens	106,420	16,667	31.1	25.4	9.3	5.9	.0041
Pierce	94,224	17,155	26.7	27.6	10.2	5.7	.0035
Pike	85,061	21,424	25.2	27.6	17.3	8.3	.0024
Polk	296,278	19,996	24.4	28.6	14.0	7.3	.0107
Pulaski	79,869	18,565	23.8	23.7	14.5	9.0	.0029
Putnam	100,291	19,518	23.5	29.2	11.2	8.7	.0035
Quitman	13,762	12,156	30.2	19.9	5.3	3.4	.0005
Rabun	99,035	17,918	28.7	25.9	10.7	8.3	.0038
Randolph	65,029	12,391	25.9	22.5	4.8	4.5	.0024
Schley	22,973	16,727	24.5	25.6	8.9	6.2	.0010
Screven	114,567	14,490	27.7	21.9	8.5	6.0	.0043
Seminole	71,804	16,329	25.5	23.3	9.9	8.6	.0028
Stephens	186,403	17,905	30.9	29.6	10.7	4.0	.0079
Stewart	33,110	12,414	27.5	20.9	6.0	3.5	.0013
Sumter	261,302	19,017	25.9	25.8	11.9	10.0	.0111
Talbot	47,022	17,078	29.0	27.2	8.3	7.1	.0014

GA. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME
1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Taliaferro	10,877	10,379	32.3	15.6	2.4	1.1	.0004
Tattnall	133,995	14,974	31.1	22.0	8.9	5.6	.0051
Taylor	71,009	18,567	24.2	22.8	11.8	12.3	.0022
Telfair	80,803	14,369	29.4	22.0	8.3	5.3	.0034
Terrell	89,547	15,970	24.7	22.1	10.4	8.2	.0034
Thomas	329,562	18,710	27.8	27.1	11.8	7.9	.0129
Tift	310,233	19,026	27.1	25.2	13.0	9.5	.0140
Toombs	188,871	15,944	27.0	24.0	9.7	6.0	.0072
Towns	54,172	14,224	29.7	23.7	6.1	5.0	.0020
Treutlen	42,110	13,941	26.4	22.0	7.6	6.0	.0014
Troup	518,682	20,643	23.6	27.4	13.6	10.4	.0204
Turner	55,817	12,345	31.0	18.7	4.9	4.2	.0029
Twiggs	85,468	21,229	24.1	28.3	15.8	8.3	.0026
Union	81,230	14,551	33.6	21.1	6.4	5.5	.0027
Upson	240,951	19,727	27.9	29.7	12.4	7.3	.0089
☐ Walker	492,891	19,827	27.8	30.9	12.5	6.2	.0179
Ware	317,246	17,774	27.3	25.8	11.6	7.7	.0143
Warren	45,869	17,354	25.6	27.7	8.0	8.3	.0016
Washington	153,339	17,257	26.8	23.7	11.8	7.9	.0060
Wayne	183,744	18,398	27.9	24.0	13.8	8.6	.0076
Webster	18,434	15,435	28.0	20.6	9.8	9.0	.0007
Wheeler	35,579	13,391	29.4	22.4	6.6	4.4	.0011
White	89,355	16,297	26.9	28.4	8.1	4.2	.0031
Whitfield	662,682	21,417	27.0	31.8	13.8	8.2	.0271
Wilcox	46,445	13,000	28.9	21.3	7.4	2.5	.0017
Wilkes	88,346	16,304	25.6	24.7	10.9	5.6	.0037
Wilkinson	96,401	21,921	23.7	30.4	14.7	8.9	.0032
Worth	156,749	19,413	24.9	27.6	13.2	7.9	.0054
TOTAL METRO COUNTIES	**44,678,099**	**25,462**	**21.5**	**27.0**	**17.4**	**16.4**	**1.6498**
TOTAL STATE	**62,929,789**	**22,490**	**22.7**	**26.9**	**15.3**	**13.2**	**2.3544**

HAWAII

HAWAII
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP
1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
HONOLULU	**828.2**	**.3439**	**29.8**	**14.1**	**20.1**	**19.1**	**20.5**	**256.4**	**5,017,488**	**851,809**	**919,420**	**711,912**	**155,030**	**684,907**	**307,406**
Honolulu	828.2	.3439	29.8	14.1	20.1	19.1	20.5	256.4	5,017,488	851,809	919,420	711,912	155,030	684,907	307,406
• Honolulu	394.7	.1639	33.0	12.4	20.5	18.9	26.8	141.0	3,632,950	350,472	740,174	525,019	125,242	393,485	202,773
SUBURBAN TOTAL	433.5	.1800	26.9	15.8	19.7	19.2	14.7	115.4	1,384,538	301,337	179,246	186,893	29,788	291,422	104,633
OTHER COUNTIES															
Hawaii	110.6	.0459	31.1	10.0	18.6	17.7	25.1	35.5	634,136	174,683	76,735	46,437	25,617	103,938	34,324
Kauai	44.8	.0186	31.6	9.4	18.6	17.7	26.0	14.0	314,247	88,372	47,867	18,513	9,568	37,354	16,163
Maui	87.7	.0364	31.4	10.0	19.8	18.0	24.9	28.1	717,126	166,705	127,602	66,483	27,339	70,229	30,749
TOTAL METRO COUNTIES	**828.2**	**.3439**	**29.8**	**14.1**	**20.1**	**19.1**	**20.5**	**256.4**	**5,017,488**	**851,809**	**919,420**	**711,912**	**155,030**	**684,907**	**307,406**
TOTAL STATE	**1,071.3**	**.4448**	**30.1**	**13.2**	**19.9**	**18.8**	**21.5**	**334.0**	**6,682,997**	**1,281,569**	**1,171,624**	**843,345**	**217,554**	**896,428**	**388,642**

HAWAII
S&MM ESTIMATES

EFFECTIVE BUYING INCOME
1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
HONOLULU	**10,194,917**	**29,532**	**21.4**	**25.2**	**18.8**	**22.5**	**.3588**
Honolulu	10,194,917	29,532	21.4	25.2	18.8	22.5	.3588
• Honolulu	5,410,029	27,729	22.1	25.0	16.5	22.2	.2075
SUBURBAN TOTAL	4,784,888	31,671	20.4	25.6	21.6	22.9	.1513
OTHER COUNTIES							
Hawaii	1,096,978	22,955	24.7	27.7	15.6	12.9	.0423
Kauai	468,413	25,873	23.6	30.0	19.4	13.5	.0188
Maui	915,685	24,861	22.2	29.0	16.9	14.3	.0391
TOTAL METRO COUNTIES	**10,194,917**	**29,532**	**21.4**	**25.2**	**18.8**	**22.5**	**.3588**
TOTAL STATE	**12,675,993**	**28,140**	**21.9**	**26.1**	**18.3**	**20.4**	**.4590**

IDAHO

IDAHO
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP
1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BOISE	**198.8**	**.0826**	**29.8**	**12.2**	**20.4**	**19.1**	**20.3**	**72.9**	**996,859**	**237,190**	**125,230**	**80,812**	**60,059**	**191,903**	**52,654**
Ada	198.8	.0826	29.8	12.2	20.4	19.1	20.3	72.9	996,859	237,190	125,230	80,812	60,059	191,903	52,654
• Boise	112.0	.0465	30.6	13.7	20.4	18.0	23.1	44.3	782,998	164,951	102,710	69,072	50,413	159,396	37,744
SUBURBAN TOTAL	86.8	.0361	28.7	10.2	20.3	20.6	16.7	28.6	213,861	72,239	22,520	11,740	9,646	32,507	14,910

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*1985 S&MM Survey of Buying Power

IDAHO (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
OTHER COUNTIES															
Adams	3.7	.0015	33.1	8.4	15.6	20.5	26.6	1.2	9,404	4,655	626			1,316	86
Bannock	70.1	.0291	27.5	14.2	19.3	16.7	18.9	23.8	344,127	72,466	29,888	45,943	12,600	82,515	18,353
Pocatello	45.8	.0190	27.9	16.2	19.5	16.0	20.2	16.5	286,168	57,844	24,348	33,634	10,681	74,388	17,468
Bear Lake	7.3	.0030	28.7	9.2	14.4	15.4	25.6	2.5	27,048	9,620	1,126	999	777	3,798	338
Benewah	9.1	.0038	31.3	9.1	17.4	19.5	24.1	3.1	26,689	11,521	1,772		131	6,327	1,720
Bingham	39.4	.0164	26.6	9.6	15.9	16.9	19.7	11.6	115,630	36,938	7,231	5,399	3,655	31,706	4,063
Blaine	12.5	.0052	30.2	12.0	28.2	20.2	16.2	5.1	103,931	27,156	17,828	278	7,947	9,220	5,352
Boise	3.4	.0014	31.0	9.3	19.4	19.1	23.3	1.4	2,597	895	487	60	85	123	
Bonner	28.9	.0120	32.3	8.1	19.1	18.8	26.0	10.2	152,381	38,661	11,750	3,295	5,597	30,944	6,625
Bonneville	70.6	.0293	27.4	11.1	17.6	18.2	18.5	22.6	437,916	90,867	33,790	50,582	28,119	92,230	15,343
Boundary	8.0	.0033	31.0	8.1	17.7	18.3	24.0	2.5	39,077	13,692	2,258	2,228	562	7,611	771
Butte	3.5	.0015	29.8	8.5	15.4	17.6	24.3	1.1	9,486	1,148	585		672	2,280	1,314
Camas	.8	.0003	31.6	9.5	15.5	20.9	23.9	.3	1,099	200	415	329			
Canyon	89.1	.0370	30.4	11.0	16.2	17.3	25.3	29.7	468,948	108,370	31,610	49,902	15,736	124,205	15,383
Caribou	9.3	.0039	26.4	10.7	16.8	17.0	18.5	3.1	32,023	8,103	1,979	1,548	1,728	9,190	989
Cassia	21.1	.0087	27.5	9.9	15.3	16.2	22.3	6.4	188,912	42,663	12,666	9,140	7,851	55,631	10,447
Clark	.8	.0003	30.2	10.1	13.9	21.3	22.0	.3	1,525	187	385	81		67	
Clearwater	10.1	.0042	31.5	9.4	16.7	21.1	23.1	3.6	26,506	9,668	4,144	648	1,052	5,606	461
Custer	5.0	.0021	33.7	7.1	16.6	20.6	27.3	2.0	23,936	6,914	2,100		665	967	747
Elmore	22.2	.0092	25.6	18.4	19.4	17.7	13.9	6.9	82,252	22,855	5,639	2,518	1,215	19,874	2,478
Franklin	9.5	.0040	27.4	8.9	13.1	14.8	25.2	2.8	32,564	7,989	1,711	2,055	2,730	6,552	1,415
Fremont	11.4	.0047	27.2	9.2	14.4	16.6	22.1	3.7	28,287	8,204	2,477	1,008	856	5,222	537
Gem	12.5	.0052	33.2	8.8	14.4	18.1	29.4	4.3	35,547	13,327	2,109	1,816	1,329	7,192	1,237
Gooding	12.8	.0053	33.8	8.7	14.3	17.3	31.0	4.5	44,141	9,330	4,289	4,908	1,239	6,698	2,123
Idaho	15.0	.0062	32.5	9.1	16.0	18.6	27.4	5.3	36,569	12,410	3,340	2,300	2,178	4,185	2,218
Jefferson	16.9	.0071	26.1	10.1	15.6	16.1	20.0	4.9	47,821	23,361	1,252	715	1,100	6,798	2,940
Jerome	16.3	.0067	30.5	9.7	16.2	17.2	25.6	5.5	61,439	19,265	3,466	3,822	2,242	10,037	1,031
Kootenai	70.7	.0294	31.8	9.5	17.9	19.7	24.5	24.8	307,555	79,674	26,320	18,264	9,881	77,423	13,116
Latah	29.2	.0121	27.4	23.5	19.6	15.5	19.7	10.4	156,477	33,191	12,551	22,429	9,620	31,174	9,420
Lemhi	7.8	.0033	32.7	8.2	16.4	19.3	27.0	2.8	37,193	6,356	2,619	1,951	729	8,651	1,220
Lewis	4.0	.0016	33.8	8.9	14.7	18.7	29.6	1.4	13,904	4,528	1,291	736	98	464	1,102
Lincoln	3.5	.0015	31.8	8.3	16.8	16.7	28.0	1.2	14,309	2,491	984	697	1,169	325	1,274
Madison	21.8	.0090	22.0	30.2	12.7	11.6	12.7	5.5	114,393	20,881	6,563	9,215	20,352	17,377	7,101
Minidoka	21.2	.0088	28.2	10.4	15.3	16.4	23.2	6.7	50,844	15,711	3,107	1,734	1,912	12,924	1,657
Nez Perce	34.0	.0141	32.8	10.6	16.8	18.5	27.8	12.6	216,079	44,775	18,595	30,520	11,443	54,303	12,074
Oneida	3.5	.0015	33.0	7.2	12.6	15.2	32.3	1.1	9,790	2,605	684	594	233	3,227	
Owyhee	8.8	.0036	29.6	9.9	14.6	16.5	25.6	2.8	25,972	11,369	1,224	2,034	385	1,414	420
Payette	16.7	.0070	33.4	8.7	14.0	18.3	29.5	5.9	41,281	14,815	2,543	1,657	2,567	9,522	905
Power	7.6	.0031	28.6	8.9	18.6	17.8	20.3	2.5	15,276	5,757	2,719	416	301	836	321
Shoshone	17.9	.0075	30.8	9.9	17.4	17.9	24.8	6.2	72,976	26,539	4,638	255	1,263	9,918	3,100
Teton	3.2	.0013	28.2	9.8	17.5	15.7	22.5	.9	11,970	2,932	1,227	1,100	523	795	91
Twin Falls	56.6	.0235	31.8	10.4	15.9	17.7	27.2	19.5	355,227	74,361	28,888	37,588	19,145	84,619	17,901
Valley	6.6	.0027	31.4	8.7	22.4	20.0	21.8	2.2	35,255	9,813	5,226	1,097	965	2,661	298
Washington	8.7	.0037	35.0	7.5	13.8	16.6	33.4	3.1	19,050	6,236	2,039	2,278	281	3,076	909
TOTAL METRO COUNTIES	**198.8**	**.0826**	**29.8**	**12.2**	**20.4**	**19.1**	**20.3**	**72.9**	**996,859**	**237,190**	**125,230**	**80,812**	**60,059**	**191,903**	**52,654**
TOTAL STATE	**1,029.9**	**.4277**	**29.6**	**11.6**	**17.6**	**17.9**	**22.5**	**251.0**	**4,854,195**	**1,201,689**	**431,371**	**402,970**	**241,392**	**1,041,106**	**219,538**

IDAHO

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BOISE	2,275,529	23,983	25.6	29.9	16.8	12.1	.0786
Ada	2,275,529	23,983	25.6	29.9	16.8	12.1	.0785
• Boise	1,365,902	22,966	26.5	28.6	15.7	12.2	.0505
SUBURBAN TOTAL	909,627	25,436	24.0	31.8	18.5	12.0	.0280
OTHER COUNTIES							
Adams	27,955	19,147	28.5	33.2	9.7	4.7	.0010
Bannock	633,147	22,399	25.1	32.8	15.7	7.6	.0249
Pocatello	447,282	21,725	25.5	31.6	15.4	7.4	.0179
Bear Lake	62,399	20,645	26.3	34.3	11.6	5.7	.0023
Benewah	81,708	22,590	20.2	35.4	14.1	6.8	.0029
Bingham	340,449	23,307	24.4	30.9	16.3	10.9	.0117
Blaine	146,616	19,805	31.5	27.6	12.4	9.5	.0060
Boise	36,825	21,535	26.7	34.4	14.6	5.6	.0010
Bonner	208,535	15,436	30.4	25.1	8.9	3.9	.0089
Bonneville	691,464	24,982	23.8	32.3	17.7	11.5	.0276
Boundary	55,572	16,672	29.8	28.3	10.2	2.8	.0026
Butte	32,312	21,333	26.4	27.8	14.1	11.1	.0011
Camas	8,901	22,400	27.6	35.0	12.0	11.0	.0001
Canyon	749,514	18,845	30.7	28.9	11.7	6.2	.0309
Caribou	93,082	26,000	19.9	40.1	14.7	9.6	.0032
Cassia	159,996	18,906	30.6	29.0	12.0	6.1	.0086
Clark	7,100	18,111	35.0	30.7	5.7	7.3	.0002
Clearwater	103,123	23,944	23.6	32.7	16.8	9.1	.0033
Custer	45,769	17,115	32.5	27.4	9.3	5.5	.0017
Elmore	160,011	16,317	41.4	26.5	7.6	3.3	.0064
Franklin	65,474	19,241	33.8	33.3	10.5	3.4	.0027
Fremont	107,195	22,786	24.2	32.2	15.7	9.3	.0035
Gem	94,051	16,118	27.4	26.5	10.3	4.5	.0035
Gooding	101,159	16,287	34.3	24.8	8.4	5.2	.0038
Idaho	107,883	15,798	34.5	26.5	8.0	2.6	.0039
Jefferson	116,619	19,227	28.4	31.1	11.9	4.8	.0046
Jerome	135,896	18,863	31.9	29.5	10.3	6.7	.0052
Kootenai	694,150	21,577	26.5	28.4	15.5	9.6	.0247
Latah	298,988	20,397	27.7	27.0	14.2	9.6	.0112
Lemhi	57,796	15,860	35.4	24.7	9.6	2.5	.0024
Lewis	40,618	23,333	24.5	30.6	18.1	8.9	.0013
Lincoln	24,007	15,625	34.7	26.7	6.9	2.7	.0012
Madison	152,948	20,642	30.2	30.2	12.4	9.2	.0069
Minidoka	196,847	22,082	26.5	34.6	14.7	8.9	.0064
Nez Perce	361,805	22,490	22.5	28.3	16.1	10.5	.0140
Oneida	23,831	17,343	31.2	29.8	9.6	2.7	.0009
Owyhee	57,465	14,483	33.7	20.6	6.8	4.4	.0022
Payette	129,002	16,408	33.2	26.1	8.4	4.6	.0046
Power	74,115	23,242	23.5	33.3	14.7	10.2	.0024
Shoshone	206,685	28,147	19.3	29.2	20.8	14.9	.0067
Teton	21,014	17,931	33.0	29.4	9.7	5.2	.0009
Twin Falls	549,738	20,894	28.5	30.3	12.8	9.4	.0221
Valley	57,676	20,718	31.2	31.3	14.8	6.3	.0025
Washington	70,831	15,792	31.6	23.5	9.0	6.6	.0023
TOTAL METRO COUNTIES	2,275,529	23,983	25.6	29.9	16.8	12.1	.0785
TOTAL STATE	9,685,400	21,009	27.5	29.6	14.1	8.8	.3628

ILLINOIS

ILL.

S&MM ESTIMATES

POPULATION—12/31/85 · RETAIL SALES BY STORE GROUP 1985

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnsh./ Appliance ($000)	Automotive ($000)	Drug ($000)
AURORA - ELGIN	349.2	.1451	30.1	11.0	18.8	19.4	21.4	121.9	1,686,566	338,548	154,130	198,071	64,949	312,625	86,078
Kane	308.1	.1280	30.1	11.2	18.6	19.1	21.8	107.7	1,598,350	315,217	148,461	193,167	60,855	291,951	83,498
• Aurora	89.8	.0373	29.0	12.3	19.2	16.4	22.1	31.7	654,668	71,983	50,788	178,728	32,159	101,650	19,131
• Elgin	70.8	.0294	30.9	12.0	20.3	16.6	25.1	27.1	427,085	77,539	24,623	30,735	19,196	104,569	26,218
Kendall	41.1	.0171	29.7	10.0	19.1	21.9	18.0	14.2	88,216	23,331	5,669	4,904	4,094	20,674	2,580
SUBURBAN TOTAL	188.6	.0784	30.3	10.1	18.0	21.9	19.6	63.1	604,813	189,026	78,719	11,392	13,594	106,406	40,729
BLOOMINGTON - NORMAL	125.1	.0519	28.2	21.4	17.4	16.3	21.9	45.5	772,241	132,525	74,310	111,134	37,746	159,510	31,267
McLean	125.1	.0519	28.2	21.4	17.4	16.3	21.9	45.5	772,241	132,525	74,310	111,134	37,746	159,510	31,267
• Bloomington	47.6	.0198	30.5	16.9	20.2	15.0	25.8	20.4	539,533	71,097	48,271	86,035	29,431	142,966	20,998
• Normal	36.9	.0153	23.5	41.2	14.2	13.8	13.0	10.5	147,279	38,963	17,753	21,996	5,814	1,655	9,420
SUBURBAN TOTAL	40.6	.0168	32.2	8.8	17.7	19.9	25.1	14.6	85,429	22,465	8,286	3,103	2,501	14,889	849
CHAMPAIGN - URBANA - RANTOUL	168.8	.0701	26.4	26.0	19.7	15.3	17.7	61.5	997,214	170,392	110,840	143,096	44,329	191,828	38,264
Champaign	168.8	.0701	26.4	26.0	19.7	15.3	17.7	61.5	997,214	170,392	110,840	143,096	44,329	191,828	38,264
• Champaign	60.0	.0249	25.1	32.7	19.1	13.1	18.1	23.2	524,434	87,094	64,387	90,481	22,709	71,864	25,407
• Rantoul	19.9	.0083	23.5	29.0	19.5	13.6	10.4	5.9	95,706	7,721	8,606	7,658	3,231	41,985	1,089
• Urbana	33.7	.0140	25.0	35.1	20.9	11.6	17.5	11.9	157,056	33,759	23,354	20,326	4,702	16,281	8,542
SUBURBAN TOTAL	55.2	.0229	30.1	12.0	19.9	20.3	19.9	20.5	220,018	41,818	14,493	24,631	13,687	61,698	3,226
CHICAGO	6,127.1	2.5441	32.0	11.5	17.8	19.2	25.6	2,238.0	35,627,510	6,283,706	3,422,880	4,163,874	1,972,348	6,966,431	1,782,885
Cook	5,221.8	2.1682	32.3	11.6	17.5	18.7	26.5	1,916.3	29,317,980	5,356,747	2,963,725	3,411,498	1,706,864	5,493,163	1,536,350
Arlington Heights	68.5	.0284	33.9	9.4	15.8	24.7	23.6	23.6	540,742	93,395	43,014	25,544	34,780	191,417	23,570

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SOURCES: Belden CMS; S&MM

ILL. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP
1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Berwyn	45.1	.0187	42.9	9.5	14.4	16.6	42.7	19.3	216,766	26,385	26,365	15,548	12,730	49,782	18,976
• Chicago	2,996.7	1.2443	31.5	12.1	17.8	17.5	26.3	1,122.2	13,053,879	2,591,234	1,549,443	1,449,372	774,748	1,683,807	798,950
• Chicago Heights	35.2	.0146	29.7	12.3	16.0	16.8	24.8	11.7	303,125	38,465	21,901	15,507	5,440	151,063	7,554
Cicero	60.6	.0252	36.3	10.9	16.0	16.8	34.8	24.6	173,354	41,854	28,865	2,463	5,770	35,585	7,976
Des Plaines	56.7	.0235	35.0	10.5	16.2	21.5	28.5	20.5	409,485	56,492	55,610	15,699	7,095	139,556	19,033
• Evanston	71.2	.0296	32.6	16.5	20.3	17.4	27.6	27.8	503,494	76,659	39,199	22,965	34,791	182,561	17,017
Mount Prospect	53.0	.0220	33.4	11.6	16.7	23.1	24.2	19.5	504,691	97,615	28,060	96,973	28,257	52,279	21,493
Oak Lawn	57.8	.0240	37.9	11.0	12.5	18.9	34.7	20.4	608,163	99,945	37,297	55,645	27,732	232,233	27,559
Oak Park	54.5	.0226	32.9	10.1	22.5	18.3	26.9	23.1	299,718	63,860	19,409	18,961	17,668	86,925	17,246
Schaumburg	57.3	.0238	29.5	9.9	25.9	23.3	12.3	21.5	1,150,048	91,107	34,860	237,157	95,057	411,725	19,391
Skokie	59.1	.0245	41.5	9.0	13.3	19.6	39.0	22.6	681,392	63,909	45,881	115,042	55,422	158,719	24,438
Du Page	737.1	.3060	31.0	10.7	20.1	22.0	19.9	263.6	5,658,132	783,872	405,450	696,171	240,414	1,281,086	212,174
Downers Grove	44.2	.0184	33.0	9.3	19.3	22.2	24.1	16.9	408,603	78,382	21,584	161	19,476	143,503	19,481
Elmhurst	45.4	.0189	35.1	10.2	14.9	20.9	29.3	15.9	343,728	51,681	23,109	82	6,193	159,245	10,943
Naperville	57.5	.0239	31.1	8.3	17.2	26.3	16.9	18.8	649,922	111,379	29,628	115	14,449	68,594	24,618
Wheaton	50.9	.0211	31.2	12.9	19.8	21.0	21.4	18.1	219,698	42,983	10,101	67	10,470	82,919	15,896
McHenry	168.2	.0699	31.1	9.5	18.5	21.2	21.6	58.1	651,398	143,087	53,705	56,205	25,070	172,182	34,361
SUBURBAN TOTAL	3,024.0	1.2556	32.5	10.7	17.8	20.9	24.8	1,076.3	21,767,012	3,577,348	1,812,337	2,676,030	1,157,369	4,929,000	959,364
CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA	***8,098.1***	***3.3626***	***31.6***	***11.5***	***17.8***	***19.3***	***24.6***	***2,905.6***	***45,989,203***	***8,258,039***	***4,347,245***	***5,269,138***	***2,380,575***	***9,463,310***	***2,282,875***
DAVENPORT - ROCK ISLAND - MOLINE	**389.5**	**.1616**	**31.2**	**11.7**	**17.6**	**18.4**	**24.8**	**146.8**	**2,184,267**	**430,937**	**215,824**	**305,478**	**84,110**	**509,232**	**83,289**
Henry	56.7	.0235	32.9	9.7	15.6	19.0	27.7	20.9	199,290	40,479	19,056	8,873	10,091	50,572	9,739
Rock Island	165.5	.0687	32.1	12.0	16.7	18.1	27.1	63.2	1,019,506	188,224	100,109	145,841	28,842	258,637	46,276
• Moline	46.0	.0191	33.4	11.9	17.2	17.7	29.5	18.9	449,506	60,533	49,220	105,746	19,417	88,581	16,420
• Rock Island	45.5	.0189	32.2	14.0	15.6	15.4	30.3	17.6	187,609	30,369	20,814	11,989	3,552	46,978	10,551
Scott, Iowa	*167.3*	*.0694*	*29.9*	*12.0*	*19.4*	*18.5*	*21.5*	*62.7*	*965,471*	*202,234*	*96,659*	*150,764*	*45,177*	*200,023*	*27,274*
• *Davenport*	*104.7*	*.0435*	*30.0*	*13.2*	*19.6*	*16.6*	*23.5*	*40.9*	*699,100*	*135,143*	*69,401*	*113,797*	*37,111*	*165,332*	*20,637*
SUBURBAN TOTAL	193.3	.0801	31.2	10.2	17.4	20.3	23.0	69.4	848,052	204,892	76,389	73,946	24,030	208,341	35,681
DECATUR	**131.7**	**.0547**	**32.2**	**11.2**	**16.7**	**18.5**	**26.8**	**50.3**	**763,499**	**144,343**	**59,864**	**120,447**	**38,693**	**165,904**	**30,473**
Macon	131.7	.0547	32.2	11.2	16.7	18.5	26.8	50.3	763,499	144,343	59,864	120,447	38,693	165,904	30,473
• Decatur	94.0	.0390	32.6	11.9	16.3	17.1	29.1	37.3	626,577	117,463	50,618	87,724	34,752	148,779	27,571
SUBURBAN TOTAL	37.7	.0157	31.1	9.3	17.7	22.1	20.9	13.0	136,922	26,880	9,246	32,723	3,941	17,125	2,902
JOLIET	**383.6**	**.1593**	**29.4**	**10.9**	**19.4**	**19.7**	**19.5**	**125.6**	**1,515,522**	**290,386**	**129,822**	**156,693**	**44,510**	**359,110**	**78,536**
Grundy	33.2	.0138	31.6	10.6	17.0	19.0	25.2	12.1	145,226	33,053	11,253	10,225	3,572	37,143	6,570
Will	350.4	.1455	29.2	10.9	19.6	19.8	18.9	113.5	1,370,296	257,333	118,569	146,468	40,938	321,967	71,966
• Joliet	79.2	.0329	31.0	12.5	17.4	15.3	27.7	28.4	629,083	105,310	48,866	106,255	22,783	165,049	30,601
SUBURBAN TOTAL	304.4	.1264	29.0	10.5	20.0	20.8	17.3	97.2	886,439	185,076	80,956	50,438	21,727	194,061	47,935

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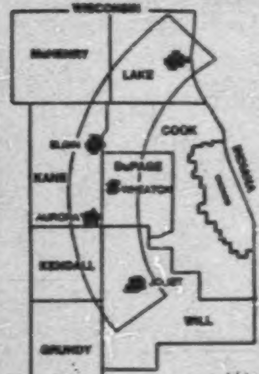

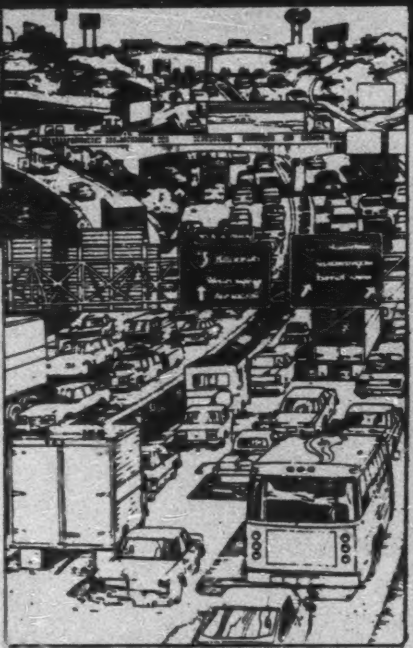

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ILL. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
KANKAKEE	104.1	.0432	30.9	11.5	16.6	17.8	25.3	37.1	478,850	102,771	47,178	56,802	21,985	116,216	22,819
Kankakee	104.1	.0432	30.9	11.5	16.6	17.8	25.3	37.1	478,850	102,771	47,178	56,802	21,985	116,216	22,819
• Kankakee	29.4	.0122	31.9	11.6	15.9	15.3	29.8	11.3	229,641	40,658	23,313	29,140	14,834	46,688	17,795
SUBURBAN TOTAL	74.7	.0310	30.5	11.5	16.9	18.8	23.6	25.8	249,209	62,113	23,865	27,662	7,151	69,528	5,024
LAKE COUNTY	472.6	.1962	30.2	12.5	18.4	20.9	20.2	156.6	2,875,529	417,838	202,607	246,110	127,245	1,026,037	120,858
Lake	472.6	.1962	30.2	12.5	18.4	20.9	20.2	156.6	2,875,529	417,838	202,607	246,110	127,245	1,026,037	120,858
• North Chicago	40.6	.0169	23.0	36.7	17.1	11.6	11.0	7.7	47,353	13,479	11,854		123	5,035	1,546
• Waukegan	71.8	.0298	30.4	12.9	18.5	17.2	24.2	26.6	561,928	74,349	38,862	98,496	26,926	168,201	22,331
SUBURBAN TOTAL	360.2	.1495	31.3	9.7	18.3	22.7	20.5	122.3	2,266,248	329,810	151,891	147,614	100,196	852,801	96,981
PEORIA	370.8	.1539	31.3	11.6	17.5	18.5	25.1	137.5	1,893,714	385,731	163,874	259,134	89,415	452,464	59,967
Peoria	200.9	.0834	31.4	12.3	17.7	17.5	26.2	76.0	1,138,545	206,057	107,685	196,948	64,317	221,942	36,740
• Peoria	121.5	.0504	31.1	13.6	17.6	16.2	26.8	47.3	872,817	130,150	81,873	193,796	60,862	161,520	25,865
Tazewell	134.7	.0559	31.3	10.7	17.7	20.0	23.4	49.4	646,697	160,518	49,175	62,096	21,492	183,180	21,365
• Pekin	34.1	.0142	32.4	11.2	17.2	18.3	27.3	13.5	261,959	59,333	16,352	41,445	12,715	66,056	7,873
Woodford	35.2	.0146	31.0	10.8	16.9	18.3	25.0	12.1	108,472	19,156	7,014	90	3,606	47,342	1,862
SUBURBAN TOTAL	215.2	.0893	31.3	10.6	17.6	19.8	23.7	76.7	758,938	196,248	65,649	23,893	15,838	224,888	26,229
ROCKFORD	282.0	.1171	31.6	10.9	17.6	19.2	24.7	104.4	1,611,477	319,917	139,627	220,737	83,879	372,752	46,465
Boone	29.9	.0124	31.4	10.1	16.5	20.6	23.5	10.6	123,311	28,136	9,156	9,472	2,222	47,455	2,471
Winnebago	252.1	.1047	31.6	11.0	17.8	19.1	24.8	93.8	1,488,166	291,781	130,471	211,263	81,657	325,297	43,994
• Rockford	137.5	.0571	32.0	11.7	17.8	16.7	28.0	53.7	1,037,930	209,959	80,471	147,989	65,317	264,156	33,018
SUBURBAN TOTAL	144.5	.0600	31.1	10.1	17.4	21.6	21.6	50.7	573,547	109,958	59,156	72,748	18,562	108,396	13,447
SPRINGFIELD	195.4	.0812	32.7	10.5	18.3	18.3	27.4	78.7	1,148,814	209,916	103,068	163,586	56,068	231,568	65,357
Menard	12.5	.0052	34.1	8.6	15.9	19.7	29.0	4.7	25,827	7,265	1,820	598	98	6,393	2,184
Sangamon	182.9	.0760	32.6	10.7	18.4	18.2	27.4	74.0	1,122,987	202,651	101,248	162,988	55,970	225,175	63,173
• Springfield	104.1	.0432	32.9	11.5	19.0	16.4	29.5	44.9	949,343	154,785	76,889	160,021	48,902	209,629	60,762
SUBURBAN TOTAL	91.3	.0380	32.4	9.4	17.5	20.4	25.1	33.8	199,471	55,131	26,179	3,565	7,166	21,939	4,595
OTHER COUNTIES															
Adams	71.3	.0296	33.8	10.9	15.5	17.2	30.9	27.3	460,324	87,473	33,910	88,141	19,385	125,744	15,343
Quincy	41.7	.0173	35.4	12.2	14.7	15.6	34.8	17.0	425,393	82,694	30,681	87,804	18,485	106,675	15,320
Alexander	12.3	.0051	35.1	9.2	13.6	15.3	34.8	4.9	43,008	9,127	3,335	3,222	1,389	9,725	1,281
Bond	16.6	.0069	34.0	13.2	13.7	16.8	31.9	6.1	55,634	11,494	4,269	1,872	1,023	15,841	1,295
Brown	5.5	.0023	37.8	8.3	13.6	15.7	37.3	2.2	16,575	5,494	1,131	495	306	5,079	563
Bureau	39.0	.0162	34.6	9.5	14.7	17.3	32.1	14.8	148,426	35,617	13,051	6,710	8,908	38,022	4,040
Calhoun	6.1	.0025	37.4	9.0	12.6	18.2	34.9	2.1	15,994	2,442	1,804	400	643	5,893	466
Carroll	18.3	.0076	35.1	9.3	14.9	17.5	32.6	7.0	49,307	15,067	5,175	1,646	1,435	8,542	2,170
Cass	14.9	.0062	34.7	9.2	15.1	18.0	31.5	5.5	40,809	12,560	3,393	2,772	1,771	8,715	941
Christian	36.6	.0152	34.7	9.6	14.8	17.9	31.7	14.3	164,762	41,201	9,182	19,084	5,126	40,050	5,585
Clark	16.9	.0070	36.5	9.5	14.1	17.7	34.2	6.7	53,122	14,717	3,843	938	967	11,356	2,195

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S&MM ESTIMATES

POPULATION—12/31/85

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				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Clay	15.7	.0065	36.4	9.3	14.0	16.5	35.2	6.2	54,124	12,871	2,769	2,515	2,022	13,654	1,954
☐ Clinton	34.5	.0143	30.9	11.8	15.1	17.1	26.8	11.9	130,132	26,845	10,921	4,631	8,363	35,322	1,947
Coles	53.4	.0222	29.3	22.7	14.8	15.3	26.2	19.5	275,633	56,244	28,415	34,384	13,015	61,190	14,719
Crawford	21.2	.0088	36.3	9.5	14.9	17.7	34.0	8.3	105,224	25,055	5,912	10,763	2,471	24,899	4,142
Cumberland	11.5	.0048	33.2	10.1	13.0	17.1	30.1	4.4	33,292	6,016	3,297	416	828	10,938	840
De Kalb	73.0	.0303	26.5	26.0	16.3	15.5	20.6	25.1	324,137	64,720	33,403	19,798	16,570	79,624	10,572
De Witt	18.8	.0078	34.3	9.6	15.4	18.7	30.1	7.3	71,678	16,167	4,438	2,406	1,358	28,211	1,543
Douglas	20.1	.0084	33.7	10.4	15.0	18.5	29.5	7.5	89,388	23,125	6,202	2,167	5,059	19,465	2,309
Edgar	21.0	.0087	35.8	9.0	14.7	17.6	33.4	8.4	103,849	23,774	8,365	6,505	2,753	27,847	4,593
Edwards	8.5	.0036	35.5	9.9	14.7	16.6	34.0	3.6	33,008	12,719	1,466	547	1,774	3,110	-
Effingham	33.6	.0139	31.2	10.9	16.3	17.2	26.6	12.1	273,546	45,450	22,094	14,964	15,103	54,237	3,703
Fayette	22.8	.0095	34.9	10.4	14.8	17.1	32.7	8.4	80,785	17,553	6,477	8,890	1,631	18,009	942
Ford	14.7	.0061	36.2	9.4	14.0	18.3	33.2	5.8	55,030	14,479	4,081	1,954	622	10,596	2,049
Franklin	44.2	.0183	37.1	9.0	14.0	17.2	35.6	17.8	218,213	50,945	17,411	23,493	8,738	49,706	10,136
Fulton	42.4	.0176	34.6	9.6	15.0	17.8	31.5	16.2	164,425	45,972	13,307	9,884	7,020	36,342	7,829
Gallatin	7.7	.0032	36.0	9.0	14.0	18.9	32.5	3.0	15,778	4,545	901	264	767	3,516	968
Greene	16.2	.0068	35.9	9.6	13.3	17.0	34.2	6.2	52,259	15,900	3,415	1,411	1,189	14,889	1,841
Hamilton	9.3	.0038	39.0	9.1	13.0	17.3	37.7	3.9	24,740	5,304	1,040	1,859	1,170	6,383	1,429
Hancock	24.0	.0100	35.0	10.0	14.5	17.3	32.7	9.4	65,591	15,590	4,046	912	2,248	22,222	1,429
Hardin	5.7	.0023	37.1	8.1	14.5	17.9	34.8	2.1	7,253	3,084	702	131	392	1,096	390
Henderson	9.5	.0040	33.5	10.2	15.1	18.7	28.9	3.5	20,227	3,649	3,332	190	710	4,631	143
Iroquois	32.8	.0137	35.0	9.5	14.5	18.2	31.8	12.5	118,684	27,735	8,324	10,237	5,833	26,440	2,856
Jackson	62.4	.0259	26.4	28.0	18.0	13.7	20.9	23.9	391,767	52,813	29,559	62,876	18,306	90,506	5,895
Jasper	11.7	.0048	34.0	10.4	14.0	16.8	31.8	4.3	64,025	12,660	1,692	3,105	1,614	20,286	553
Jefferson	38.9	.0162	34.0	9.6	16.2	17.2	31.2	15.7	236,060	42,573	20,856	36,258	11,571	47,081	5,941
☐ Jersey	21.2	.0088	31.8	13.1	14.8	18.7	26.6	7.2	68,456	13,820	6,219	11,418	2,484	20,473	1,845
Jo Daviess	24.1	.0100	32.8	9.5	15.6	17.8	28.8	9.0	79,134	14,939	8,497	1,201	2,038	15,480	3,103
Johnson	10.5	.0043	35.3	10.4	16.6	19.0	31.5	3.8	22,944	6,375	1,538	1,360	1,138	3,774	777
Knox	60.5	.0251	33.8	11.0	16.2	18.0	30.2	23.3	347,626	69,983	29,576	50,961	15,822	77,549	13,100
La Salle	111.2	.0462	34.4	10.7	14.9	17.6	31.5	43.2	613,618	126,487	46,434	67,444	26,154	149,989	21,267
Lawrence	17.9	.0074	36.7	9.3	14.2	16.4	35.6	6.8	77,499	26,376	3,953	3,639	2,991	9,725	3,374
Lee	35.7	.0149	32.9	10.7	16.6	18.2	28.3	12.9	105,827	12,447	8,929	4,165	3,732	40,528	4,689
Livingston	42.4	.0176	32.9	11.9	16.5	17.6	29.0	14.9	170,743	36,069	12,097	14,858	8,033	49,732	4,315
Logan	31.5	.0130	33.9	13.3	16.3	18.0	30.2	11.0	136,837	27,821	13,570	15,406	5,994	35,727	3,633
McDonough	36.8	.0153	27.1	27.4	14.3	14.2	24.4	12.9	179,825	39,253	19,087	16,121	7,195	30,966	8,167
Macoupin	51.4	.0213	34.9	10.0	14.5	17.1	32.8	19.7	193,310	47,038	10,727	13,498	8,460	51,212	9,027
☐ Madison	248.0	.1030	33.0	11.1	15.9	19.0	27.9	92.9	1,415,780	311,838	117,899	237,321	50,062	334,796	34,174
• Alton	33.0	.0137	34.0	11.1	14.9	15.5	33.0	13.0	314,172	40,132	25,461	90,534	14,582	69,956	6,168
• Granite City	35.7	.0148	33.0	11.5	15.6	18.2	28.7	13.6	219,115	57,168	20,700	17,609	4,273	38,249	9,127
Marion	46.7	.0194	34.5	10.0	14.7	17.8	31.5	17.7	254,581	61,774	17,983	30,022	10,431	62,020	8,354
Marshall	14.4	.0060	34.2	9.5	15.0	17.8	31.0	5.3	30,775	9,330	3,163	1,614	558	4,879	1,782
Mason	19.7	.0082	33.3	9.2	15.4	18.3	29.1	7.3	67,355	16,011	5,610	5,551	2,271	15,365	2,167
Massac	15.4	.0063	36.9	9.6	13.8	18.0	34.5	6.2	45,198	10,181	2,441	1,263	1,032	12,269	2,445
Mercer	20.1	.0084	33.3	9.2	15.5	19.9	27.4	7.4	39,859	12,384	3,579	1,922	1,806	7,419	1,472
☐ Monroe	21.1	.0087	33.8	10.4	14.7	19.5	28.7	7.5	82,295	22,848	7,250	14,269	1,834	19,327	2,378
Montgomery	32.9	.0137	35.8	9.6	14.3	16.5	34.4	12.3	147,846	35,626	9,118	17,011	4,432	32,986	5,500
Morgan	38.1	.0158	33.3	12.4	15.4	17.8	29.6	14.4	211,951	45,260	15,994	31,475	8,440	49,448	8,752
Moultrie	15.0	.0063	34.7	9.3	15.4	18.2	31.4	5.4	49,226	9,333	3,454	1,367	856	13,448	3,108
Ogle	47.7	.0198	32.6	10.1	15.8	19.9	26.3	17.7	144,707	36,104	11,106	2,995	2,120	43,295	5,168

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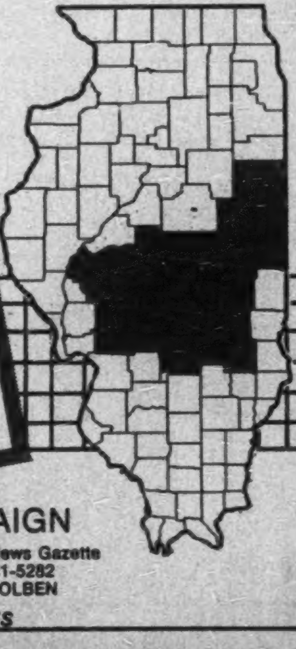


ILL. (cont.)

S&MM ESTIMATES

POPULATION—12/31/85

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
Perry	23.0	.0095	34.4	9.2	15.4	17.3	31.9	8.9
Platt	17.1	.0071	33.6	9.1	16.2	20.0	27.7	6.4
Pike	18.7	.0078	37.4	8.6	14.0	17.1	35.9	7.5
Pope	4.6	.0019	35.8	11.5	12.6	17.3	33.6	1.8
Pulaski	9.0	.0037	35.7	9.2	12.2	14.8	36.0	3.5
Putnam	6.7	.0028	32.1	10.3	17.0	18.7	26.3	2.3
Randolph	37.0	.0154	32.9	11.6	17.6	17.2	29.1	12.6
Richland	17.9	.0074	34.6	10.9	14.9	18.5	31.0	7.1
☐ St. Clair	265.8	.1104	30.8	11.6	15.9	17.7	25.6	94.5
• Belleville	41.9	.0174	37.6	10.9	15.4	15.8	37.0	17.2
• East St. Louis	50.5	.0210	24.9	11.5	14.5	14.7	20.6	15.9
Saline	28.9	.0120	38.5	9.2	13.6	17.7	36.8	12.1
Schuyler	8.3	.0034	36.3	8.5	15.1	17.4	34.2	3.2
Scott	6.2	.0026	36.3	10.3	13.5	17.5	34.0	2.3
Shelby	24.5	.0101	34.9	9.4	14.2	17.9	31.9	9.2
Stark	7.4	.0031	34.7	9.4	14.3	17.5	32.1	2.8
Stephenson	50.0	.0208	33.6	10.5	15.6	18.3	29.5	19.2
Union	18.6	.0077	39.4	7.8	15.4	16.9	38.7	7.6
Vermilion	94.1	.0391	33.3	10.2	16.0	18.1	29.1	36.4
Wabash	14.3	.0059	33.4	11.1	15.6	17.1	30.4	5.5
Warren	21.9	.0091	33.1	11.6	14.8	17.4	29.8	8.1
Washington	15.9	.0066	36.4	9.0	14.2	16.6	35.2	5.9
Wayne	18.6	.0078	37.4	9.5	13.2	17.6	35.4	7.6
White	18.3	.0076	38.6	9.2	14.2	17.7	36.8	7.4
Whiteside	66.2	.0274	31.8	10.9	15.9	18.3	26.6	24.3
Williamson	61.4	.0255	34.9	9.7	16.3	18.7	31.2	24.6
TOTAL METRO COUNTIES	**9,523.2**	**3.9542**	**31.6**	**11.8**	**17.9**	**19.0**	**24.8**	**3,455.2**
TOTAL STATE	**11,640.4**	**4.8333**	**31.9**	**11.8**	**17.4**	**18.7**	**25.9**	**4,258.7**

RETAIL SALES BY STORE GROUP -1985

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Perry	102,368	26,030	7,229	13,565	3,830	19,058	6,248
Platt	49,702	11,465	2,542	1,915	1,712	19,091	2,354
Pike	62,357	14,287	5,382	3,311	1,360	12,473	967
Pope	4,702	1,509	209	73	285	2,120	40
Pulaski	12,345	4,589	761	425	386	2,660	561
Putnam	15,582	3,907	790			3,810	1,468
Randolph	167,402	44,156	10,471	22,931	7,363	44,264	3,983
Richland	109,642	16,472	6,347	17,967	4,566	24,703	4,174
☐ St. Clair	1,329,381	251,081	111,217	234,886	54,083	282,987	30,557
• Belleville	387,738	80,272	29,752	21,847	17,383	146,039	13,257
• East St. Louis	124,211	33,752	9,681	5,999	3,275	10,955	6,538
Saline	187,902	45,280	14,469	27,754	8,167	36,394	11,589
Schuyler	27,097	7,837	2,849	411	1,240	5,719	1,628
Scott	14,857	3,328	1,078	524		7,344	653
Shelby	68,141	18,832	4,099	1,952	4,830	18,162	2,537
Stark	14,652	4,239	720		317	6,388	195
Stephenson	243,646	48,829	19,220	25,446	9,170	79,216	11,794
Union	67,690	18,747	5,501	9,889	3,063	14,492	2,347
Vermilion	540,161	123,342	44,260	70,357	21,372	105,440	22,790
Wabash	95,322	22,367	6,912	12,167	2,222	24,946	1,665
Warren	77,855	16,962	7,364	5,562	2,012	23,819	2,608
Washington	42,164	7,431	3,360	1,743	1,261	16,094	1,195
Wayne	109,632	19,330	4,602	9,689	2,655	25,083	2,179
White	78,601	12,992	4,317	4,450	2,254	29,783	1,482
Whiteside	283,577	49,587	21,330	31,532	12,815	71,416	14,235
Williamson	320,887	70,080	24,296	20,829	12,435	91,763	11,637
TOTAL METRO COUNTIES	**53,615,776**	**9,651,208**	**4,980,871**	**6,496,922**	**2,736,926**	**11,336,559**	**2,489,885**
TOTAL STATE	**62,157,798**	**11,719,722**	**5,716,552**	**7,442,997**	**3,117,431**	**13,670,455**	**2,829,069**

ILL.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

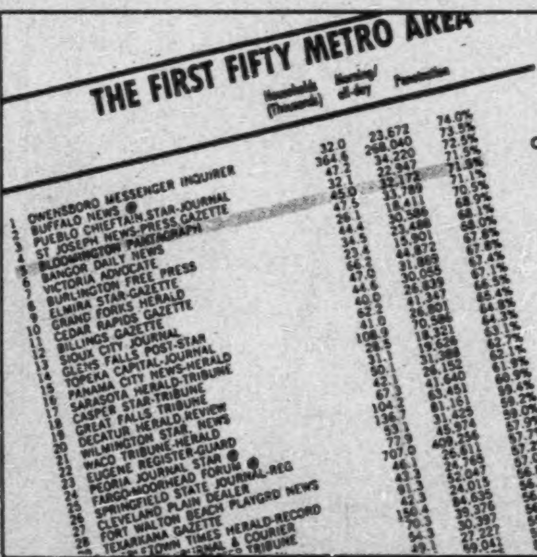
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
AURORA - ELGIN	**4,516,473**	**29,991**	**18.3**	**30.7**	**23.1**	**16.8**	**.1459**
Kane	4,013,436	29,947	18.7	30.1	22.6	17.4	.1317
• Aurora	1,093,016	27,538	20.4	31.2	20.6	14.0	.0411
• Elgin	902,620	26,714	21.8	31.4	19.9	13.1	.0312
Kendall	503,037	30,304	16.1	33.9	26.8	12.9	.0142
SUBURBAN TOTAL	2,520,837	32,810	15.9	30.0	25.8	19.8	.0736
BLOOMINGTON - NORMAL	**1,617,607**	**26,691**	**22.2**	**27.1**	**19.4**	**16.0**	**.0559**
McLean	1,617,607	26,691	22.2	27.1	19.4	16.0	.0559
• Bloomington	651,902	22,731	25.5	26.9	16.6	12.2	.0272
• Normal	424,977	29,422	20.4	25.4	19.9	21.1	.0138
SUBURBAN TOTAL	540,728	30,038	18.9	28.8	22.8	17.5	.0149
CHAMPAIGN - URBANA - RANTOUL	**1,908,985**	**21,541**	**25.9**	**26.9**	**15.3**	**11.1**	**.0695**
Champaign	1,908,985	21,541	25.9	26.9	15.3	11.1	.0695

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
• Champaign	679,598	19,320	25.1	24.8	13.6	10.1	.0284
• Rantoul	196,323	19,840	36.5	26.9	15.6	7.0	.0072
• Urbana	351,110	18,886	27.1	23.9	13.0	10.6	.0125
SUBURBAN TOTAL	681,934	26,004	23.3	30.8	18.6	13.7	.0214
CHICAGO	**81,641,854**	**28,217**	**18.8**	**25.7**	**19.2**	**19.3**	**2.7327**
Cook	66,788,818	26,471	19.8	25.7	18.1	17.5	2.2566
Arlington Heights	1,163,858	41,862	11.6	21.2	25.8	36.1	.0381
Berwyn	623,892	25,096	22.7	27.8	17.9	14.4	.0196
• Chicago	33,100,411	21,115	22.4	25.2	14.7	12.4	1.1206
• Chicago Heights	371,592	25,174	20.2	27.2	19.3	13.3	.0161
Cicero	733,055	23,131	25.1	29.0	16.5	11.0	.0219
Des Plaines	855,424	35,308	15.4	26.6	25.9	24.5	.0288
• Evanston	1,170,408	29,201	20.1	27.2	17.1	23.5	.0376



THE FIRST FIFTY METRO AREA

	Households (Thousands)	Morning/ all-day	Penetration
1 OWENSBORO MESSENGER INQUIRER	32.0	23,672	74.0%
2 BUFFALO NEWS ●	364.6	268,040	73.5%
3 PUEBLO CHIEFTAIN STAR-JOURNAL	47.2	34,220	72.5%
4 ST JOSEPH NEWS-PRESS GAZETTE	32.1	22,947	71.5%
5 BLOOMINGTON PANTAGRAPH	45.0	32,172	71.5%
6 BANGOR DAILY NEWS	47.5	33,789	71.1%
7 VICTORIA ADVOCATE	26.1	18,411	70.5%
8 BURLINGTON FREE PRESS	44.4	30,586	68.9%
9 ELMIRA STAR-GAZETTE	34.5	23,488	68.1%
10 GRAND FORKS HERALD	23.4	15,901	68.0%
11 CEDAR RAPIDS GAZETTE	66.2	44,872	67.8%
12 BILLINGS GAZETTE	47.0	31,885	67.8%
13 SIOUX CITY JOURNAL	44.6	30,055	67.4%
14 GLENS FALLS POST-STAR	40.0	26,839	67.1%
15 TOPEKA CAPITAL-JOURNAL	62.2	41,347	66.5%
16 PANAMA CITY NEWS-HERALD	41.0	26,801	65.4%
17 SARASOTA HERALD-TRIBUNE	108.9	70,586	64.8%
18 CASPER STAR-TRIBUNE	28.5	18,321	64.3%
19 GREAT FALLS TRIBUNE	31.1	19,626	63.1%
20 DECATUR HERALD REVIEW	50.1	31,388	62.7%
21 WILMINGTON STAR, NEWS	42.1	26,152	62.1%
22 WACO TRIBUNE-HERALD	67.3	41,640	61.9%
23 EUGENE REGISTER-GUARD	104.2	63,451	60.9%
24 PEORIA JOURNAL STAR ●	136.7	81,161	59.4%
25 FARGO-MOORHEAD FORUM ●	53.1	31,425	59.2%
26 SPRINGFIELD STATE JOURNAL-REG	77.9	45,974	59.0%
27 CLEVELAND PLAIN DEALER	707.0	409,256	57.9%
28 FORT WALTON BEACH PLAYGRD NEWS	46.1	26,611	57.7%
TEXARKANA GAZETTE	43.3	24,765	57.2%
TOWN TIMES HERALD-RECORD	91.3	52,047	57.0%
& COURIER	42.3	24,015	56.8%
TRIBUNE	150.4	84,635	56.3%
	70.3	39,376	56.0%
	54.3	30,397	56.0%
	49.1	27,227	55.5%

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SOURCES: Belden CMS/1985, S&MM 1985 Survey of Buying Power; Circulation '85/'86

SS EFFECTIVE BUYING INCOME 1985

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Mount Prospect	874,341	37,403	13.3	25.5	25.2	29.4	.0309
Oak Lawn	840,766	33,421	16.3	26.8	23.2	24.0	.0329
Oak Park	853,014	28,083	21.4	27.7	18.6	19.6	.0262
Schaumburg	903,612	36,829	13.3	28.2	30.0	23.9	.0457
Skokie	1,066,539	37,662	15.6	22.9	22.5	31.9	.0386
Du Page	12,543,603	39,331	11.9	24.8	26.0	31.7	.4068
Downers Grove	797,596	39,952	13.4	22.5	25.1	32.9	.0267
Elmhurst	758,525	39,345	13.3	24.6	24.7	32.6	.0747
Naperville	1,029,037	48,098	8.9	15.7	24.7	46.6	.0371
Wheaton	890,665	39,950	12.5	23.8	24.8	33.9	.0249
McHenry	2,309,433	32,810	16.3	28.4	25.2	20.5	.0693
SUBURBAN TOTAL	46,999,443	35,287	14.8	26.1	24.2	26.3	1.5584
CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA	***106,215,554***	***28,561***	***18.5***	***26.7***	***19.8***	***18.8***	***3.5582***
DAVENPORT - ROCK ISLAND - MOLINE	**4,956,299**	**27,098**	**19.9**	**30.0**	**20.5**	**13.9**	**.1678**
Henry	687,336	26,598	20.6	29.8	19.3	13.7	.0212
Rock Island	2,187,903	27,804	18.9	29.0	21.0	15.4	.0747
• Moline	678,189	28,149	18.9	28.9	20.6	17.2	.0256
• Rock Island	570,821	24,422	22.2	27.2	18.4	13.0	.0180
Scott, Iowa	*2,081,058*	*26,614*	*20.8*	*31.2*	*20.3*	*12.3*	*.0719*
• Davenport	*1,263,197*	*24,222*	*23.0*	*30.8*	*17.7*	*10.4*	*.0463*
SUBURBAN TOTAL	2,444,092	29,132	17.8	30.6	22.6	15.2	.0779
DECATUR	**1,699,274**	**26,456**	**19.8**	**29.8**	**19.4**	**14.4**	**.0576**
Macon	1,699,274	26,456	19.8	29.8	19.4	14.4	.0576
• Decatur	1,221,612	24,569	21.4	28.9	17.5	13.5	.0431
SUBURBAN TOTAL	477,662	31,368	15.5	32.0	24.9	16.9	.0145
JOLIET	**4,598,076**	**30,919**	**16.1**	**30.8**	**24.8**	**16.4**	**.1465**
Grundy	451,883	31,861	17.4	26.9	25.3	18.8	.0140
Will	4,146,193	30,838	16.1	31.0	24.8	16.2	.1325
• Joliet	908,942	25,110	20.7	27.8	17.8	13.2	.0363
SUBURBAN TOTAL	3,689,134	32,383	14.9	31.5	26.9	17.3	.1102
KANKAKEE	**1,086,308**	**22,780**	**23.4**	**31.1**	**15.8**	**9.5**	**.0384**
Kankakee	1,086,308	22,780	23.4	31.1	15.8	9.5	.0384
• Kankakee	304,173	19,487	25.9	29.3	10.9	8.5	.0128
SUBURBAN TOTAL	782,135	24,200	22.2	31.9	17.9	10.0	.0256
LAKE COUNTY	**7,232,102**	**34,370**	**15.6**	**25.5**	**21.9**	**27.1**	**.2304**
Lake	7,232,102	34,370	15.6	25.5	21.9	27.1	.2304
• North Chicago	383,175	21,782	30.3	32.0	14.1	9.4	.0112
• Waukegan	900,330	27,050	21.3	28.3	20.1	15.4	.0341
SUBURBAN TOTAL	5,948,597	37,093	13.5	24.5	22.7	30.7	.1851
PEORIA	**4,913,425**	**28,331**	**18.5**	**30.1**	**20.1**	**16.9**	**.1592**
Peoria	2,748,210	27,915	19.1	28.0	19.1	18.0	.0901
• Peoria	1,679,765	26,052	20.2	26.7	17.2	17.7	.0589
Tazewell	1,748,809	28,910	17.7	32.2	21.3	16.1	.0563
• Pekin	423,738	24,808	22.3	28.1	19.5	12.0	.0160

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Woodford	416,406	28,204	18.5	33.6	21.6	13.9	.0128
SUBURBAN TOTAL	2,809,922	29,954	16.9	32.4	22.0	17.3	.0843
ROCKFORD	**3,433,660**	**26,976**	**20.0**	**31.9**	**20.5**	**12.2**	**.1193**
Boone	314,385	24,951	22.2	34.7	19.5	7.5	.0107
Winnebago	3,119,275	27,220	19.8	31.5	20.6	12.7	.1086
• Rockford	1,691,711	24,829	21.9	30.8	17.8	11.4	.0640
SUBURBAN TOTAL	1,741,949	28,985	18.1	32.9	23.3	13.1	.0553
SPRINGFIELD	**2,380,836**	**23,245**	**24.4**	**29.4**	**17.5**	**10.4**	**.0833**
Menard	121,662	21,256	26.2	35.3	12.5	5.4	.0036
Sangamon	2,259,174	23,398	24.2	29.0	17.9	10.8	.0797
• Springfield	1,305,243	21,541	25.5	27.5	15.8	10.3	.0524
SUBURBAN TOTAL	1,075,593	25,427	22.7	32.2	19.8	10.6	.0309
OTHER COUNTIES							
Adams	679,958	18,836	28.3	30.5	10.8	5.6	.0280
Quincy	408,765	17,386	29.5	28.1	9.7	5.4	.0199
Alexander	100,003	13,500	24.3	22.7	8.5	4.4	.0037
Bond	156,871	18,241	26.2	26.7	12.8	6.8	.0054
Brown	59,351	19,309	25.4	28.0	11.0	9.4	.0019
Bureau	446,223	23,157	24.4	31.0	15.6	10.7	.0144
Calhoun	48,105	16,745	27.8	26.9	9.9	5.2	.0017
Carroll	201,236	21,756	26.8	29.5	15.0	9.5	.0062
Cass	155,608	22,370	23.3	30.5	15.6	8.7	.0049
Christian	447,492	23,770	23.6	27.7	17.0	13.3	.0146
Clark	160,042	17,284	29.3	27.0	10.0	5.8	.0054
Clay	161,998	19,082	28.2	27.7	11.4	8.6	.0054
☐ Clinton	347,559	23,018	24.3	31.5	16.4	9.5	.0119
Coles	578,469	20,949	26.5	27.4	14.7	10.1	.0206
Crawford	272,326	24,902	22.5	27.8	17.2	15.4	.0088
Cumberland	107,118	18,488	30.1	30.1	10.3	5.6	.0037
De Kalb	818,973	24,370	22.8	30.0	18.0	11.3	.0275
De Witt	269,487	29,744	15.8	27.2	20.0	20.2	.0080
Douglas	238,910	25,540	23.1	30.6	19.1	11.4	.0079
Edgar	228,260	19,549	26.4	27.0	13.1	9.0	.0081
Edwards	109,758	23,191	26.1	28.4	16.5	11.3	.0033
Effingham	334,981	20,844	27.4	28.8	15.1	7.9	.0147
Fayette	223,540	18,847	29.8	27.0	12.3	7.7	.0076
Ford	155,421	20,361	30.4	31.7	12.2	7.0	.0052
Franklin	376,992	14,563	28.5	23.6	10.1	3.8	.0131
Fulton	409,581	20,012	26.1	31.1	12.9	6.0	.0143
Gallatin	68,617	16,224	27.5	24.8	9.6	6.5	.0023
Greene	127,168	15,266	32.5	24.5	8.6	3.1	.0047
Hamilton	122,180	22,831	23.5	26.3	15.5	13.9	.0034
Hancock	245,339	19,914	27.6	30.0	12.8	7.1	.0077
Hardin	35,285	12,118	31.7	20.1	4.4	2.1	.0014
Henderson	83,485	18,914	27.7	31.4	10.6	5.1	.0027
Iroquois	334,131	20,384	27.4	31.4	12.2	7.4	.0113
Jackson	642,679	17,031	26.6	21.9	11.8	10.0	.0251

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ILL. (cont.)

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Jasper	109,669	18,218	29.6	25.4	12.5	7.8	.0043
Jefferson	419,385	19,493	25.4	28.4	12.6	7.9	.0157
☐ Jersey	199,373	21,571	26.9	33.4	14.4	6.3	.0069
Jo Daviess	231,922	20,043	28.5	32.3	12.1	5.7	.0078
Johnson	77,391	14,959	31.6	24.5	8.0	3.2	.0027
Knox	620,760	20,453	27.4	31.5	13.6	6.1	.0235
La Salle	1,300,695	24,154	22.5	31.5	18.1	9.5	.0456
Lawrence	168,517	18,506	25.9	28.8	12.8	4.9	.0061
Lee	412,862	25,478	22.9	30.6	19.5	11.2	.0127
Livingston	456,854	23,937	22.9	33.0	16.6	10.2	.0153
Logan	336,964	23,348	24.6	30.8	17.6	9.1	.0115
McDonough	330,025	16,960	28.1	25.2	11.4	5.9	.0128
Macoupin	549,610	21,612	24.6	28.5	16.3	8.7	.0183
☐ Madison	2,543,816	22,186	23.9	31.4	16.6	7.0	.0964
• Alton	299,611	17,429	27.0	28.2	11.3	4.3	.0149
• Granite City	360,454	21,412	23.6	30.9	15.8	6.4	.0141
Marion	463,142	19,327	27.3	27.8	13.6	7.1	.0177
Marshall	149,259	22,807	22.2	34.2	14.2	8.7	.0046
Mason	200,971	21,611	23.9	32.0	13.7	8.4	.0066
Massac	140,497	16,577	27.0	25.6	11.8	4.5	.0048
Mercer	209,158	22,762	23.4	30.5	16.6	8.6	.0064
☐ Monroe	217,068	23,720	22.8	32.2	17.0	9.0	.0073
Montgomery	326,237	19,586	26.7	26.5	15.1	7.5	.0118
Morgan	412,912	20,680	27.0	28.4	14.9	8.3	.0150
Moultrie	150,059	21,915	25.0	31.9	14.9	7.8	.0051
Ogle	572,419	26,599	21.1	32.2	20.1	11.3	.0173
Perry	262,962	22,168	24.9	24.7	18.5	10.9	.0088
Platt	174,500	21,779	26.7	34.2	14.0	6.8	.0057
Pike	156,620	14,769	32.4	23.6	7.2	4.1	.0057
Pope	38,004	15,220	29.5	23.3	10.0	3.6	.0012
Pulaski	67,183	12,991	28.1	20.0	7.4	4.2	.0021
Putnam	77,434	28,000	18.7	31.7	21.0	13.6	.0024
Randolph	364,655	22,774	23.9	31.5	16.1	8.3	.0132
Richland	202,562	21,046	25.5	29.7	14.2	8.6	.0074
☐ St. Clair	2,700,616	21,561	22.4	26.4	16.2	10.3	.0989
• Belleville	507,004	22,136	24.8	27.3	16.0	11.1	.0209
• East St. Louis	297,998	10,569	21.1	16.8	8.8	5.1	.0122
Saline	270,970	15,107	27.8	22.8	10.6	5.5	.0113
Schuyler	78,444	18,500	27.0	29.0	11.4	6.0	.0027
Scott	60,899	20,255	25.2	30.6	12.9	7.0	.0019
Shelby	229,129	19,197	27.3	30.5	11.8	5.7	.0076
Stark	94,973	26,734	18.1	31.7	18.3	14.6	.0025
Stephenson	545,662	22,217	26.0	31.4	16.5	7.5	.0192
Union	176,953	16,017	32.3	25.1	7.3	6.6	.0062
Vermilion	1,017,473	21,545	24.0	29.7	15.4	8.7	.0375
Wabash	148,329	20,550	24.0	31.5	13.2	6.7	.0059
Warren	221,499	20,145	27.1	29.0	13.8	7.5	.0074
Washington	169,164	21,771	24.5	29.8	14.9	9.3	.0053
Wayne	171,226	16,187	30.8	25.6	9.1	4.9	.0070
White	212,288	20,285	27.4	27.7	11.9	11.0	.0070
Whiteside	702,901	23,789	23.4	32.1	18.2	8.1	.0242
Williamson	535,704	16,321	29.2	28.2	9.0	3.7	.0216
TOTAL METRO COUNTIES	**123,912,273**	**27,815**	**19.2**	**26.9**	**19.5**	**17.8**	**4.1560**
TOTAL STATE	**145,930,702**	**26,269**	**20.4**	**27.3**	**18.5**	**16.0**	**4.9304**

INDIANA

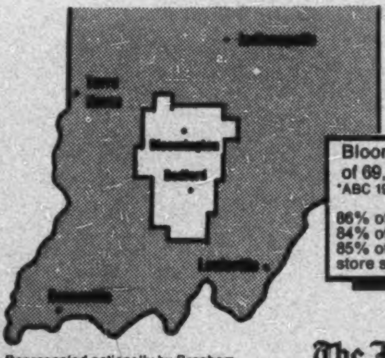
IND.

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANDERSON	**132.4**	**.0550**	**32.1**	**10.8**	**16.7**	**19.3**	**25.8**	**48.6**	**763,435**	**172,889**	**62,771**	**89,372**	**31,149**	**174,768**	**35,118**
Madison	132.4	.0550	32.1	10.8	16.7	19.3	25.8	48.6	763,435	172,889	62,771	89,372	31,149	174,766	35,118
• Anderson	61.0	.0253	32.3	12.2	16.1	17.1	28.5	23.9	544,084	127,968	48,630	57,912	24,969	133,058	22,064
SUBURBAN TOTAL	71.4	.0297	31.9	9.5	17.2	21.2	23.5	24.7	219,351	44,921	14,141	31,460	6,180	41,710	13,054
BLOOMINGTON	**101.4**	**.0421**	**26.1**	**28.3**	**19.3**	**15.3**	**17.5**	**36.0**	**547,149**	**104,773**	**59,392**	**72,753**	**24,757**	**108,843**	**18,688**
Monroe	101.4	.0421	26.1	28.3	19.3	15.3	17.5	36.0	547,149	104,773	59,392	72,753	24,757	108,843	18,688
• Bloomington	52.4	.0218	24.0	42.8	18.4	11.0	14.6	17.6	484,171	92,107	52,070	72,131	22,693	97,124	16,747
SUBURBAN TOTAL	49.0	.0203	30.3	12.7	20.4	20.0	20.5	18.4	62,978	12,666	7,322	622	2,064	11,719	1,941
ELKHART - GOSHEN	**145.9**	**.0605**	**30.9**	**10.7**	**18.1**	**19.2**	**23.4**	**52.3**	**1,018,904**	**216,393**	**80,967**	**81,634**	**23,290**	**380,274**	**33,296**
Elkhart	145.9	.0605	30.9	10.7	18.1	19.2	23.4	52.3	1,018,904	216,393	80,967	81,634	23,290	380,274	33,296
• Elkhart	44.3	.0184	31.4	11.5	18.5	16.4	27.0	17.6	631,011	144,809	50,918	62,510	9,086	234,007	18,250
• Goshen	20.9	.0087	31.2	15.0	17.5	16.5	26.9	8.0	178,289	33,840	13,156	5,857	5,249	69,765	7,006
SUBURBAN TOTAL	80.7	.0334	30.5	9.1	18.2	21.4	20.4	26.7	209,604	37,744	16,893	13,267	8,955	76,502	8,040



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S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	 25–34 Years	 35–49 Years	 50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1985 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
EVANSVILLE	**285.4**	**.1184**	**32.5**	**11.5**	**17.0**	**18.3**	**27.5**	**107.6**	**1,861,167**	**375,411**	**168,586**	**264,096**	**95,126**	**383,908**	**58,564**
Posey	27.6	.0114	31.1	10.7	17.7	19.1	24.1	9.5	82,816	17,069	6,435	5,734	3,917	26,171	3,888
Vanderburgh	167.2	.0694	33.5	12.3	16.4	17.3	30.3	65.8	1,366,590	258,689	129,093	219,976	73,260	258,188	42,940
• Evansville	129.6	.0538	33.7	12.8	16.5	15.9	32.0	52.5	1,300,656	252,812	121,349	214,659	71,271	250,030	42,651
Warrick	47.4	.0197	30.6	9.6	18.3	21.1	20.9	16.2	137,184	34,725	9,225	7,763	5,165	34,462	3,955
Henderson, Ky.	*43.2*	*.0179*	*31.8*	*10.8*	*17.2*	*18.7*	*25.9*	*16.1*	*274,577*	*64,928*	*23,833*	*30,623*	*12,784*	*65,087*	*7,781*
SUBURBAN TOTAL	155.8	.0646	31.5	10.4	17.5	20.3	23.7	55.1	560,511	122,599	47,237	49,407	23,855	133,878	15,913
FORT WAYNE	**357.3**	**.1484**	**30.6**	**11.5**	**18.1**	**18.3**	**23.7**	**128.5**	**2,110,924**	**396,655**	**209,598**	**272,642**	**113,303**	**456,451**	**86,226**
Allen	296.2	.1230	30.5	11.7	18.4	18.3	23.4	107.3	1,849,810	325,189	186,910	257,037	106,747	392,023	71,973
• Fort Wayne	168.9	.0701	30.8	13.2	18.6	15.8	26.3	66.2	1,488,957	247,368	153,363	234,304	91,449	325,312	59,832
De Kalb	34.0	.0141	31.0	10.4	16.5	18.5	24.9	11.8	131,591	34,344	12,233	10,804	3,426	32,232	6,299
Whitley	27.1	.0113	31.6	10.4	16.7	18.4	26.0	9.4	129,523	37,122	10,455	4,801	3,130	32,196	7,954
SUBURBAN TOTAL	188.4	.0783	30.4	9.9	17.9	20.5	21.3	62.3	621,967	149,287	56,235	38,338	21,854	131,139	26,394
GARY - HAMMOND	**643.1**	**.2670**	**30.1**	**11.9**	**17.0**	**18.7**	**23.0**	**219.4**	**3,683,978**	**772,611**	**370,435**	**429,225**	**148,677**	**729,993**	**194,316**
Lake	510.7	.2120	30.4	11.7	16.4	18.4	24.1	175.0	3,151,857	652,138	310,609	384,372	129,352	623,740	149,004
• East Chicago	37.4	.0155	30.2	12.6	14.7	15.8	27.2	13.2	125,738	24,069	17,621	10,341	5,294	31,973	11,747
• Gary	144.4	.0600	28.2	12.0	16.0	16.7	22.5	48.1	494,564	117,797	42,518	37,746	15,100	98,289	32,941
• Hammond	90.3	.0375	31.6	12.4	16.9	16.3	27.9	33.7	538,152	99,461	64,786	49,140	20,243	87,904	18,179
Porter	132.4	.0550	29.2	12.5	18.9	20.1	18.9	44.4	532,121	120,473	59,826	44,853	19,325	106,253	45,312
SUBURBAN TOTAL	371.0	.1540	30.5	11.6	17.8	20.4	21.5	124.4	2,525,524	531,284	245,510	331,998	108,040	521,827	131,449
INDIANAPOLIS	**1,208.6**	**.5017**	**31.2**	**11.4**	**18.1**	**19.3**	**23.8**	**443.7**	**8,092,281**	**1,345,821**	**780,037**	**987,511**	**359,162**	**1,945,681**	**343,870**
Boone	38.7	.0160	32.8	9.4	16.9	21.2	25.0	13.7	191,019	34,279	18,707	8,970	6,828	34,608	8,688
Hamilton	96.9	.0402	31.6	8.5	17.8	23.8	20.1	32.8	402,716	91,007	38,917	23,478	23,697	97,622	18,691
Hancock	47.2	.0196	31.3	9.2	17.0	22.5	21.2	15.9	232,173	40,303	20,698	15,795	5,512	66,016	10,451
Hendricks	76.2	.0316	30.9	9.8	18.2	21.9	20.6	24.9	252,627	76,512	23,853	10,810	8,533	49,614	11,921
Johnson	83.4	.0346	30.4	11.1	18.0	20.7	21.0	28.3	490,044	55,374	35,688	131,535	21,134	81,702	15,887
Marion	770.7	.3200	31.2	12.4	18.5	17.8	25.1	295.2	6,121,259	953,221	611,483	766,988	274,894	1,542,985	258,684
• Indianapolis	713.7	.2963	31.1	12.3	18.5	17.8	24.9	272.4	5,776,433	891,067	571,319	742,826	262,602	1,467,254	245,013
Morgan	55.2	.0229	31.0	9.8	16.8	21.4	21.8	18.7	243,374	62,553	19,016	18,196	11,330	34,038	11,142
Shelby	40.3	.0168	31.9	10.0	16.4	19.6	25.4	14.2	159,069	32,572	11,675	11,739	7,234	39,096	8,406
SUBURBAN TOTAL	494.9	.2054	31.4	10.1	17.7	21.4	22.2	171.3	2,315,848	454,754	208,718	244,685	96,560	478,427	98,857
KOKOMO	**103.8**	**.0431**	**31.6**	**10.3**	**16.9**	**20.7**	**23.5**	**38.4**	**677,822**	**123,821**	**62,917**	**79,532**	**23,075**	**172,763**	**30,259**
Howard	87.0	.0362	31.3	10.4	17.1	20.8	22.9	32.1	606,693	106,522	57,559	77,008	21,887	152,482	26,750
• Kokomo	46.2	.0192	31.6	11.3	17.2	18.0	26.1	18.3	557,090	99,454	54,591	67,748	19,290	147,285	24,481
Tipton	16.8	.0069	33.2	9.6	15.9	20.1	27.0	6.3	71,129	17,299	5,358	2,524	1,188	20,281	3,509
SUBURBAN TOTAL	57.6	.0239	31.6	9.5	16.5	22.9	21.5	20.1	120,732	24,367	8,326	11,784	3,785	25,478	5,778

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IND. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
LAFAYETTE - WEST LAFAYETTE	**122.8**	**.0510**	**26.5**	**25.8**	**17.7**	**15.3**	**19.6**	**42.6**	**750,854**	**121,221**	**75,973**	**113,119**	**30,498**	**178,297**	**30,841**
Tippecanoe	122.6	.0510	26.5	25.8	17.7	15.3	19.6	42.6	750,854	121,221	75,973	113,119	30,498	178,297	30,841
• Lafayette	43.7	.0181	31.5	13.3	19.7	16.4	26.5	18.0	531,013	77,447	43,201	86,957	21,996	143,432	20,020
• West Lafayette	20.8	.0086	24.0	43.4	16.6	11.4	15.7	7.5	162,707	40,923	24,409	26,132	5,134	8,307	10,658
SUBURBAN TOTAL	58.3	.0243	24.5	28.8	16.7	15.7	15.8	17.1	57,134	2,851	8,363	30	3,368	26,558	163
MUNCIE	**124.7**	**.0518**	**30.1**	**16.8**	**16.0**	**18.2**	**24.0**	**44.3**	**805,968**	**147,092**	**80,847**	**95,569**	**44,781**	**160,727**	**38,703**
Delaware	124.7	.0518	30.1	16.8	16.0	18.2	24.0	44.3	805,968	147,092	80,847	95,569	44,781	160,727	38,703
• Muncie	74.9	.0311	28.4	22.3	15.3	15.1	24.8	27.2	691,419	128,898	71,011	79,793	35,177	133,439	37,724
SUBURBAN TOTAL	49.8	.0207	32.4	8.7	17.0	22.9	22.6	17.1	114,549	18,194	9,836	15,776	9,604	27,288	979
SOUTH BEND - MISHAWAKA	**238.7**	**.0992**	**32.0**	**13.1**	**16.6**	**17.0**	**28.0**	**87.8**	**1,550,048**	**274,651**	**144,378**	**220,437**	**114,749**	**347,954**	**67,355**
St. Joseph	238.7	.0992	32.0	13.1	16.6	17.0	28.0	87.8	1,550,048	274,651	144,378	220,437	114,749	347,954	67,355
• Mishawaka	41.1	.0171	31.9	12.7	18.5	16.0	28.3	17.1	518,195	80,673	43,678	110,376	53,904	101,694	21,872
• South Bend	107.5	.0446	33.0	11.3	17.3	14.5	32.1	42.2	808,100	147,985	78,358	90,176	43,232	203,910	38,240
SUBURBAN TOTAL	90.1	.0375	30.6	15.4	15.2	20.4	22.9	28.5	223,753	45,993	22,342	19,885	17,613	42,350	7,243
TERRE HAUTE	**134.2**	**.0557**	**32.3**	**14.6**	**16.0**	**16.4**	**29.2**	**49.2**	**1,041,824**	**175,061**	**84,945**	**133,254**	**34,739**	**216,496**	**29,621**
Clay	25.2	.0104	34.5	10.0	15.1	17.7	31.5	9.4	118,885	20,266	8,281	10,047	2,739	32,362	6,570
Vigo	109.0	.0453	31.8	15.7	16.2	16.1	28.7	39.8	922,939	154,795	76,664	123,207	32,000	184,134	23,051
• Terre Haute	58.0	.0241	31.7	19.0	14.8	13.1	32.0	22.3	724,132	142,404	59,652	87,888	26,121	107,139	18,796
SUBURBAN TOTAL	76.2	.0316	32.7	11.3	16.8	18.9	27.2	26.9	317,692	32,657	25,293	45,366	8,618	109,357	10,825
OTHER COUNTIES															
Adams	30.9	.0129	29.9	10.5	16.2	17.0	24.7	10.3	140,466	29,931	14,430	7,697	6,296	37,800	6,261
Bartholomew	66.3	.0275	31.3	9.9	17.9	21.5	21.9	24.1	311,474	55,835	29,314	46,352	15,545	59,455	12,490
Benton	9.8	.0041	34.2	9.3	13.8	17.8	31.1	3.6	35,155	8,606	1,754		957	7,208	1,910
Blackford	15.9	.0066	33.3	9.5	15.6	19.1	28.2	5.8	59,391	16,139	4,090	6,294	1,910	14,868	3,344
Brown	13.6	.0057	32.7	9.4	17.9	20.3	25.7	5.1	20,316	2,803	4,242	336	782	1,747	1,936
Carroll	19.7	.0081	33.3	9.6	15.9	18.6	28.7	7.2	59,790	9,485	4,393	2,965	1,551	20,367	2,942
Cass	40.7	.0169	33.1	9.9	16.0	18.8	28.2	14.8	196,400	37,222	17,000	22,327	9,649	45,708	10,850
☐ Clark	92.0	.0383	30.7	10.9	18.7	19.3	22.6	32.9	609,495	98,557	47,305	110,994	15,023	127,653	18,326
Clinton	31.3	.0130	33.5	9.8	15.7	18.3	29.3	11.4	134,352	33,242	12,224	6,758	5,541	31,833	7,813
Crawford	10.6	.0044	32.2	10.5	15.4	18.1	27.5	3.6	24,576	7,828	2,013	2,979	631	3,545	
Daviess	28.8	.0120	33.2	9.8	15.1	16.9	30.3	10.4	135,839	30,026	9,583	16,585	3,574	24,413	5,935
☐ Dearborn	37.8	.0157	31.6	9.6	16.3	19.4	25.1	12.9	141,242	35,139	10,777	14,029	5,400	29,306	9,617
Decatur	23.9	.0099	31.3	10.4	15.5	18.1	26.1	8.3	103,652	22,629	8,299	9,174	2,833	23,513	3,048
Dubois	36.3	.0151	30.5	11.8	16.5	17.9	24.6	12.6	239,838	37,414	18,905	11,974	11,487	91,002	6,345
Fayette	28.2	.0117	31.7	9.5	16.7	18.3	26.1	10.0	142,302	30,603	11,872	12,842	3,544	33,296	11,946
☐ Floyd	63.3	.0263	32.1	10.4	17.3	19.3	25.7	22.6	262,082	62,544	31,724	20,956	18,722	40,763	15,205
• New Albany	38.0	.0158	33.5	10.9	16.7	16.9	30.6	14.7	237,180	53,378	29,210	20,850	17,033	40,300	12,057
Fountain	18.9	.0079	34.1	9.7	14.9	19.3	29.3	6.8	72,941	17,769	7,790	2,870	1,628	24,851	3,780
Franklin	20.9	.0087	30.3	9.9	15.8	18.7	23.9	6.5	45,733	18,029	3,726	1,142	1,069	7,054	1,881
Fulton	19.9	.0082	34.4	9.7	14.7	18.0	31.2	7.4	87,930	19,845	10,494	7,483	1,521	22,036	6,403
Gibson	34.6	.0144	33.9	11.1	14.9	18.4	30.0	13.0	197,663	47,120	14,427	17,940	4,921	50,887	10,325
Grant	78.9	.0327	31.9	12.1	15.4	19.3	26.0	27.7	465,536	89,351	44,005	61,857	18,990	103,080	21,113
Greene	31.4	.0131	35.5	8.7	15.1	18.4	32.3	12.1	112,910	35,001	7,430	9,379	3,352	21,215	5,904
☐ Harrison	29.8	.0124	31.0	10.4	17.0	19.5	23.8	10.0	84,885	24,468	6,967	6,167	4,365	14,483	3,404
Henry	51.3	.0213	32.8	9.7	16.1	19.4	27.0	18.5	262,037	79,712	22,101	16,793	10,396	46,298	12,819
Huntington	37.3	.0154	32.3	11.2	15.4	17.8	28.0	13.4	168,680	38,481	13,650	16,579	5,407	35,218	8,738
Jackson	37.4	.0156	32.2	10.4	16.1	18.9	26.6	13.6	215,759	49,056	19,293	13,199	5,569	45,761	10,086
Jasper	27.9	.0116	29.3	13.0	15.9	18.5	22.5	9.0	114,820	22,929	8,776	9,826	1,853	24,603	7,548
Jay	22.7	.0094	33.2	9.7	14.9	18.5	28.8	8.3	86,395	24,414	7,177	5,971	3,852	17,607	4,105

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"As a result of some dramatic population changes in the latest census data," a leading ad agency's Senior Media Vice President reports, "we dropped 17 cities from our list of recommended test markets, added 18, and still name South Bend, Indiana among 8 cities we consider the 'most average of the average' – a sort of Middle America honor roll of test markets."

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South Bend Tribune

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IND. (cont.)

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Jefferson	30.6	.0127	31.3	12.8	16.6	18.6	25.2	10.7	138,098	33,029	10,470	17,182	7,143	27,012	6,113
Jennings	24.1	.0100	30.5	10.7	17.4	19.6	22.6	7.9	74,458	21,462	6,283	5,213	1,336	11,832	3,939
Knox	42.0	.0175	33.5	14.6	14.5	17.1	30.6	16.0	251,906	46,690	20,936	28,078	13,235	53,849	13,243
Kosciusko	65.4	.0271	31.0	11.2	17.9	18.6	24.3	23.3	307,082	60,364	25,960	23,105	10,976	78,199	14,362
La Grange	28.5	.0119	28.2	10.1	15.9	17.2	21.9	8.7	103,618	26,393	14,012	4,013	2,174	14,470	3,586
La Porte	108.6	.0451	31.9	10.7	17.7	18.4	26.0	37.4	541,203	114,779	47,719	68,538	22,277	112,639	28,399
Lawrence	43.6	.0181	33.4	9.4	16.2	19.0	28.4	16.2	204,050	44,960	15,651	30,011	8,495	43,458	9,571
Marshall	41.5	.0172	32.3	10.3	15.9	18.3	27.4	14.9	189,471	39,449	15,669	7,286	5,308	45,862	10,211
Martin	11.1	.0046	31.6	10.2	16.1	18.5	26.1	3.9	42,080	12,550	2,116	2,230	1,477	10,272	1,309
Miami	39.3	.0164	29.8	12.2	17.5	17.9	23.1	13.7	153,926	31,127	10,474	8,646	5,532	49,618	9,176
Montgomery	35.9	.0149	33.2	11.7	15.4	19.2	28.0	13.2	184,719	37,590	15,654	22,130	5,998	46,962	10,100
Newton	15.2	.0063	31.2	9.7	16.3	18.4	25.5	5.3	43,922	11,181	3,057	1,032	1,525	6,857	4,640
Noble	37.9	.0157	30.9	10.5	17.2	17.9	25.1	13.3	136,793	34,688	10,804	14,120	4,006	32,067	6,353
Ohio	5.2	.0022	33.6	10.0	14.9	19.8	28.1	1.9	12,922	6,237	1,026		218		338
Orange	18.9	.0078	33.4	10.0	15.6	17.8	29.7	6.9	58,862	20,428	4,341	4,007	2,016	7,599	2,661
Owen	17.2	.0072	33.7	8.9	15.5	19.5	28.5	6.4	39,769	9,527	3,509	630	1,649	10,643	1,742
Parke	16.8	.0070	34.8	9.1	14.9	18.7	31.0	6.0	43,472	13,933	3,176	1,924	1,610	6,642	2,460
Perry	19.4	.0080	32.9	10.8	15.2	17.1	29.6	6.7	88,234	26,180	6,644	13,773	4,089	12,136	4,053
Pike	13.9	.0058	35.1	9.4	15.1	19.4	30.8	5.3	32,378	10,992	1,951	1,184	1,441	10,497	1,474
Pulaski	13.7	.0057	33.0	9.9	14.4	17.3	29.7	5.1	62,906	10,440	3,836	2,117	1,615	20,067	4,666
Putnam	30.1	.0125	32.1	16.0	13.9	19.4	26.5	9.8	106,629	32,169	7,971	6,014	3,559	19,896	6,124
Randolph	30.0	.0125	32.9	9.7	15.6	19.4	27.3	10.9	110,954	30,119	7,913	4,834	6,019	25,108	6,013
Ripley	25.6	.0106	31.8	9.9	15.2	17.6	27.6	8.5	91,174	27,872	5,035	4,879	3,242	17,945	4,153
Rush	18.9	.0078	32.4	10.1	14.6	17.9	28.3	6.5	82,886	19,136	4,014	6,016	3,655	25,234	5,524
Scott	21.1	.0087	30.7	10.3	16.4	19.3	23.7	7.3	90,948	17,962	7,649	10,452	1,849	15,385	3,817
Spencer	20.6	.0085	32.2	11.0	16.1	18.2	27.3	6.8	66,199	19,865	5,019	1,421	2,353	19,289	2,056
Starke	22.8	.0095	32.0	9.6	15.4	18.4	27.0	8.0	102,080	21,377	5,180	7,570	2,072	20,650	8,584
Steuben	26.7	.0111	32.3	12.2	15.7	18.4	27.3	9.8	147,217	31,524	13,491	9,021	4,475	22,231	4,102
Sullivan	21.2	.0088	35.5	8.8	15.1	17.1	33.5	8.1	57,933	16,687	2,814	2,926	1,393	13,839	2,642
Switzerland	7.7	.0032	34.8	9.2	13.7	19.2	30.6	2.8	14,693	5,640	1,063	189	335	1,097	251
Union	6.9	.0029	32.2	9.8	15.5	19.0	26.7	2.4	22,563	7,065	1,092	571	1,066	3,083	1,474
Vermillion	18.3	.0076	34.8	9.1	15.5	18.0	31.7	7.2	64,405	13,166	2,686	1,721	218	27,211	2,299
Wabash	36.5	.0151	31.6	12.5	15.2	18.5	26.3	12.6	149,231	30,122	11,260	17,971	5,045	30,222	9,445
Warren	8.9	.0037	33.3	9.2	15.1	19.9	27.5	3.0	9,694	4,076	645	99	175	448	1,093
Washington	23.0	.0096	31.9	10.5	15.4	18.8	26.3	8.1	88,061	19,045	3,912	7,278	2,418	23,663	3,027
Wayne	73.5	.0305	33.3	10.4	15.4	18.9	28.4	27.2	543,372	101,140	40,676	80,075	17,381	136,723	20,568
Richmond	40.0	.0166	33.3	11.8	15.2	16.6	30.9	15.6	459,475	79,167	35,016	77,736	15,667	124,689	17,495
Wells	25.5	.0106	31.7	10.4	16.5	18.8	25.8	9.1	105,706	20,526	8,859	4,526	5,505	41,045	3,806
White	24.5	.0101	33.3	9.5	16.0	17.5	29.8	9.3	123,749	28,333	11,947	7,766	2,728	34,556	4,634
TOTAL METRO COUNTIES	**3,778.0**	**1.5687**	**30.8**	**12.7**	**17.6**	**18.6**	**24.1**	**1,360.7**	**23,727,481**	**4,382,179**	**2,253,786**	**2,960,667**	**1,074,032**	**5,403,273**	**1,005,628**
TOTAL STATE	**5,585.8**	**2.3194**	**31.3**	**12.0**	**17.1**	**18.6**	**25.0**	**2,004.4**	**31,846,798**	**6,203,472**	**2,915,288**	**3,698,537**	**1,362,498**	**7,274,944**	**1,401,158**

IND.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ANDERSON	**1,479,035**	**24,815**	**22.2**	**30.2**	**18.4**	**11.8**	**.0538**
Madison	1,479,035	24,815	22.2	30.2	18.4	11.8	.0538
• Anderson	663,416	21,881	24.9	30.0	15.2	9.4	.0286
SUBURBAN TOTAL	815,619	27,971	19.6	30.2	21.6	14.2	.0252
BLOOMINGTON	**1,019,427**	**19,033**	**27.6**	**25.2**	**12.9**	**9.6**	**.0384**
Monroe	1,019,427	19,033	27.6	25.2	12.9	9.6	.0384
• Bloomington	485,619	15,046	29.4	18.5	9.8	9.7	.0234

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
SUBURBAN TOTAL	533,808	22,868	25.6	31.6	15.9	9.5	.0150
ELKHART - GOSHEN	**1,580,775**	**23,643**	**25.6**	**33.0**	**16.3**	**10.1**	**.0622**
Elkhart	1,580,775	23,643	25.6	33.0	16.3	10.1	.0622
• Elkhart	482,082	20,475	27.8	30.1	12.7	8.4	.0259
• Goshen	218,960	20,728	31.7	30.8	15.0	6.3	.0095
SUBURBAN TOTAL	879,733	26,527	22.3	35.5	19.1	12.3	.0268

Sunday Will Never Be The Same.

The Elkhart Truth Now Covers The Rich Elkhart Market "Seven" Times Better With The New Sunday Truth.

Elkhart: by Far The Richest County in Michiana! Covered ONLY BY The Elkhart Truth

The Elkhart-Goshen metropolitan area experienced a 3.5 percent gain in population between 1980 and 1984, according to a U.S. Census Bureau study. The increase is the largest of any metropolitan area in the state. Add the Truth to your next advertising space order and be "covered". Now on "Sunday" too!

What Makes Our Market Rich? RETAIL SALES PER HOUSEHOLD OF $34,815

and that's over 93% GREATER than South Bend. S & MM Metro Market Ranking Per Household Retail Sales: Elkhart Ranked 34th ... South Bend 90th. Only the Elkhart Truth covers Elkhart with over 77½% household penetration compared to South Bend Tribune's 12%.

The Elkhart Truth

Represented by BRANHAM Newspaper Sales

*S & MMs survey of Buying Power, July 1985

Call (219)294-1661 ext. 262 for Market Information

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
EVANSVILLE	**3,292,060**	**23,875**	**22.9**	**29.3**	**17.2**	**11.6**	**.1223**
Posey	288,675	25,889	21.0	30.9	20.8	9.8	.0093
Vanderburgh	2,046,317	23,345	23.5	28.2	15.8	13.1	.0797
• Evansville	1,508,535	21,226	25.5	28.2	14.2	10.4	.0657
Warrick	486,573	26,235	20.4	32.2	21.5	9.3	.0155
Henderson, Ky.	*470,495*	*22,499*	*24.1*	*30.0*	*17.0*	*8.8*	*.0178*
SUBURBAN TOTAL	1,783,525	26,434	20.4	30.4	20.3	12.6	.0566
FORT WAYNE	**3,989,568**	**25,059**	**23.6**	**31.6**	**18.5**	**11.1**	**.1462**
Allen	3,396,354	25,380	23.3	30.8	18.9	11.9	.1250
• Fort Wayne	1,843,074	21,352	27.4	29.7	15.1	8.4	.0790
De Kalb	334,843	23,975	25.0	35.4	16.1	7.8	.0116
Whitley	258,371	23,263	26.0	34.6	17.3	6.2	.0096
SUBURBAN TOTAL	2,146,494	28,825	19.7	33.3	22.1	14.0	.0672
GARY - HAMMOND	**6,627,958**	**25,853**	**18.9**	**32.6**	**19.4**	**10.7**	**.2510**
Lake	5,093,659	24,850	19.1	32.7	18.1	9.9	.2012
• East Chicago	323,704	20,234	19.2	29.1	13.7	7.6	.0116
• Gary	1,166,473	19,900	20.3	29.0	14.1	6.8	.0435
• Hammond	914,921	23,258	22.3	34.2	16.0	7.3	.0354
Porter	1,534,299	30,004	17.6	33.0	24.3	13.6	.0498
SUBURBAN TOTAL	4,222,860	29,098	17.4	34.0	23.0	13.4	.1605
INDIANAPOLIS	**14,447,461**	**25,936**	**21.8**	**29.8**	**18.6**	**14.0**	**.5321**
Boone	427,451	24,181	23.3	30.7	17.3	11.7	.0149
Hamilton	1,245,904	30,750	17.8	29.3	21.8	20.1	.0388
Hancock	516,603	28,284	19.8	31.5	23.7	11.9	.0182
Hendricks	815,161	28,293	19.7	33.5	23.3	11.5	.0263
Johnson	951,643	28,039	19.9	31.2	21.8	13.7	.0344
Marion	9,547,856	25,113	22.4	28.9	17.4	14.5	.3661
• Indianapolis	8,740,771	24,944	22.5	28.5	17.4	14.4	.3395
Morgan	547,715	24,966	22.1	33.3	18.6	8.8	.0196
Shelby	395,108	22,811	25.5	33.8	15.6	7.5	.0138
SUBURBAN TOTAL	5,706,690	27,299	20.7	31.8	20.5	13.5	.1926
KOKOMO	**1,267,793**	**26,906**	**20.5**	**28.5**	**18.3**	**16.9**	**.0458**
Howard	1,087,025	27,744	19.5	28.1	18.9	18.1	.0396
• Kokomo	551,873	23,577	22.1	27.8	16.1	13.6	.0257
Tipton	180,768	23,336	25.3	30.8	15.6	10.5	.0062
SUBURBAN TOTAL	715,920	29,759	18.9	29.2	20.3	19.9	.0201
LAFAYETTE - WEST LAFAYETTE	**1,345,272**	**22,602**	**26.3**	**28.7**	**15.7**	**11.5**	**.0504**
Tippecanoe	1,345,272	22,602	26.3	28.7	15.7	11.5	.0504
• Lafayette	506,844	22,059	26.0	31.7	15.1	8.3	.0241
• West Lafayette	250,245	19,347	29.2	20.4	11.8	16.3	.0097
SUBURBAN TOTAL	588,183	24,405	25.3	29.0	18.1	12.8	.0166
MUNCIE	**1,308,588**	**22,757**	**23.9**	**29.2**	**16.4**	**10.2**	**.0511**
Delaware	1,308,588	22,757	23.9	29.2	16.4	10.2	.0511
• Muncie	734,509	18,960	27.6	26.9	12.5	8.2	.0342
SUBURBAN TOTAL	574,079	29,100	18.2	32.6	22.8	13.4	.0169
SOUTH BEND - MISHAWAKA	**2,656,676**	**23,735**	**24.1**	**31.2**	**16.3**	**10.7**	**.1006**
St. Joseph	2,656,676	23,735	24.1	31.2	16.3	10.7	.1006
• Mishawaka	447,729	21,096	27.2	32.7	13.8	6.4	.0225
• South Bend	1,161,344	21,085	26.4	29.9	13.7	8.9	.0471
SUBURBAN TOTAL	1,047,603	29,469	18.6	32.3	21.7	16.1	.0310
TERRE HAUTE	**1,370,162**	**20,856**	**27.0**	**29.1**	**14.2**	**8.8**	**.0581**
Clay	252,990	21,498	25.7	30.0	15.7	7.8	.0093
Vigo	1,117,172	20,710	27.3	28.8	13.9	9.1	.0488
• Terre Haute	549,896	17,758	30.1	27.3	10.4	6.5	.0302
SUBURBAN TOTAL	820,266	23,862	24.3	30.5	17.4	10.8	.0279
OTHER COUNTIES							
Adams	306,666	24,448	23.6	32.7	16.3	10.8	.0110

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Bartholomew	915,978	30,292	17.0	28.2	20.8	20.5	.0286
Benton	91,657	19,929	30.0	30.5	11.7	7.6	.0032
Blackford	153,891	21,694	25.4	30.7	16.4	6.5	.0054
Brown	117,477	18,526	31.0	31.0	11.2	3.9	.0036
Carroll	197,094	22,077	28.0	33.5	14.9	7.0	.0064
Cass	392,330	21,430	27.3	32.2	15.3	6.1	.0146
☐ Clark	875,213	22,001	25.9	33.5	15.3	6.3	.0364
Clinton	311,293	20,913	27.7	30.8	14.4	7.1	.0110
Crawford	74,378	15,407	31.3	23.3	10.1	3.7	.0026
Daviess	264,900	18,960	28.8	27.9	11.9	7.7	.0101
☐ Dearborn	378,655	24,556	21.9	32.2	17.6	10.0	.0130
Decatur	223,792	21,549	26.7	32.4	13.8	8.1	.0082
Dubois	355,258	22,123	26.0	33.4	14.1	7.6	.0145
Fayette	271,502	21,525	27.1	31.5	14.9	8.0	.0103
☐ Floyd	654,627	23,319	23.5	30.9	17.6	9.4	.0226
• New Albany	386,022	20,589	26.2	30.1	14.0	7.5	.0152
Fountain	154,496	18,251	30.3	30.3	11.0	3.8	.0058
Franklin	170,931	20,325	29.3	30.6	12.9	7.4	.0059
Fulton	184,479	19,722	29.9	31.6	11.7	6.0	.0068
Gibson	357,207	21,616	24.9	29.1	15.4	8.9	.0135
Grant	834,439	23,978	22.9	30.0	17.7	11.2	.0314
Greene	298,577	18,486	28.7	26.6	13.4	6.1	.0105
☐ Harrison	268,927	21,905	26.3	33.6	14.4	7.1	.0091
Henry	306,537	22,042	25.8	31.1	15.7	8.1	.0190
Huntington	360,549	21,455	28.8	33.3	13.8	6.6	.0132
Jackson	332,784	19,812	27.9	32.2	12.3	5.1	.0137
Jasper	270,954	24,145	24.2	33.8	15.8	10.1	.0096
Jay	187,818	18,024	31.8	30.2	10.2	4.0	.0070
Jefferson	310,213	21,529	27.7	28.0	15.8	10.0	.0112
Jennings	204,602	20,570	27.3	31.5	14.1	5.8	.0072
Knox	379,027	17,145	28.9	26.8	10.0	5.8	.0158
Kosciusko	721,465	24,151	25.1	31.5	17.4	11.2	.0249
La Grange	220,597	19,471	31.4	30.4	11.8	6.4	.0085
La Porte	1,109,515	24,154	23.5	31.3	18.4	9.6	.0404
Lawrence	431,552	20,621	27.3	28.8	15.2	7.6	.0157
Marshall	419,508	22,006	27.1	30.4	16.3	8.0	.0151
Martin	102,927	21,116	26.7	31.0	14.0	7.9	.0036
Miami	351,706	19,979	31.0	30.7	13.9	5.4	.0129
Montgomery	364,933	22,000	28.8	31.4	15.5	8.0	.0134
Newton	133,001	21,030	25.5	33.4	13.5	5.7	.0046
Noble	346,402	21,183	29.2	32.9	14.9	5.4	.0122
Ohio	52,224	21,605	23.2	27.6	15.9	9.6	.0017
Orange	145,219	16,136	32.6	26.4	7.8	3.9	.0054
Owen	143,337	17,511	29.9	28.6	10.4	4.2	.0049
Parke	140,279	18,389	28.3	30.0	10.9	5.1	.0048
Perry	159,206	18,848	27.6	31.1	12.1	4.1	.0064
Pike	126,481	18,333	28.2	27.7	13.4	5.0	.0040
Pulaski	134,103	19,799	30.1	28.7	12.6	8.1	.0050
Putnam	269,980	21,551	26.0	31.0	16.1	6.1	.0096
Randolph	277,079	20,808	27.7	32.7	13.9	5.5	.0097
Ripley	230,415	21,189	26.3	31.2	13.6	8.3	.0083
Rush	174,964	21,140	28.1	30.3	15.2	7.5	.0064
Scott	181,171	19,848	29.6	31.9	11.9	5.8	.0070
Spencer	186,763	21,848	25.0	30.0	15.3	8.4	.0064
Starke	177,685	17,914	28.6	30.5	10.6	3.4	.0073
Steuben	269,573	21,304	27.2	31.8	14.1	7.6	.0102
Sullivan	170,438	16,143	32.0	28.1	9.1	3.0	.0061

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IND. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME
1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Switzerland	58,849	16,175	30.6	27.9	8.0	3.7	.0019
Union	63,424	20,769	28.7	29.5	14.9	7.6	.0022
Vermillion	178,128	19,414	28.4	28.8	13.4	6.3	.0062
Wabash	355,552	21,613	28.4	31.9	15.2	7.4	.0125
Warren	102,729	28,097	18.3	30.6	19.7	16.4	.0029
Washington	184,909	17,810	30.9	29.5	9.3	5.0	.0071
Wayne	713,005	20,573	27.0	30.9	13.3	7.3	.0305
Richmond	381,904	18,444	28.0	28.5	11.6	6.2	.0200
Wells	239,859	21,276	29.0	33.5	13.8	6.1	.0088
White	235,257	20,624	28.9	33.6	12.0	6.0	.0089
TOTAL METRO COUNTIES	**42,091,702**	**24,707**	**22.6**	**30.4**	**17.8**	**11.9**	**1.5753**
TOTAL STATE	**59,492,766**	**23,499**	**24.0**	**30.5**	**16.8**	**10.5**	**2.2109**

IOWA

IOWA
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP
1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CEDAR RAPIDS	**172.1**	**.0714**	**30.8**	**12.3**	**18.5**	**19.0**	**23.3**	**66.6**	**994,056**	**216,281**	**83,559**	**180,920**	**43,237**	**198,035**	**31,497**
Linn	172.1	.0714	30.8	12.3	18.5	19.0	23.3	66.6	994,056	216,281	83,559	180,920	43,237	198,035	31,497
• Cedar Rapids	110.1	.0457	31.2	12.8	18.9	17.8	25.0	44.4	830,919	155,922	68,177	178,306	38,033	169,878	25,410
SUBURBAN TOTAL	62.0	.0257	30.2	11.5	17.9	21.0	20.4	22.2	163,137	60,359	15,382	2,614	5,204	28,157	6,087
DAVENPORT - ROCK ISLAND - MOLINE	**389.5**	**.1616**	**31.2**	**11.7**	**17.6**	**18.4**	**24.8**	**146.8**	**2,184,267**	**430,937**	**215,824**	**305,478**	**84,110**	**509,232**	**83,289**
Scott	167.3	.0694	29.9	12.0	19.4	18.5	21.5	62.7	965,471	202,234	96,659	150,764	45,177	200,023	27,274
• Davenport	104.7	.0435	30.0	13.2	19.6	16.6	23.5	40.9	699,100	135,143	69,401	113,797	37,111	165,332	20,637
Henry, Ill.	*56.7*	*.0235*	*32.9*	*9.7*	*15.6*	*19.0*	*27.7*	*20.9*	*199,290*	*40,479*	*19,056*	*8,873*	*10,091*	*50,572*	*9,739*
Rock Island, Ill.	*165.5*	*.0687*	*32.1*	*12.0*	*16.7*	*18.1*	*27.1*	*63.2*	*1,019,506*	*188,224*	*100,109*	*145,841*	*28,842*	*258,637*	*46,276*
• Moline	*46.0*	*.0191*	*33.4*	*11.9*	*17.2*	*17.7*	*29.5*	*18.9*	*449,506*	*60,533*	*49,220*	*105,746*	*19,417*	*88,581*	*16,420*
• Rock Island	*45.5*	*.0189*	*32.2*	*14.0*	*15.6*	*15.4*	*30.3*	*17.6*	*187,609*	*30,369*	*20,814*	*11,989*	*3,552*	*46,978*	*10,551*
SUBURBAN TOTAL	193.3	.0801	31.2	10.2	17.4	20.3	23.0	69.4	848,052	204,892	76,389	73,946	24,030	208,341	35,681
DES MOINES	**384.3**	**.1596**	**31.4**	**12.0**	**18.8**	**18.8**	**24.3**	**152.3**	**2,415,658**	**548,689**	**209,669**	**349,196**	**121,216**	**534,108**	**57,673**
Dallas	30.9	.0128	32.9	9.1	17.0	19.2	27.2	11.9	119,772	35,143	4,637	12,048	2,657	35,867	1,969
Polk	315.5	.1310	31.3	12.4	19.1	18.6	24.4	127.2	2,202,629	489,036	199,644	332,518	117,296	462,420	53,694
• Des Moines	192.6	.0800	31.8	13.2	18.9	16.4	27.4	80.9	1,480,211	317,341	132,951	237,393	77,563	328,919	34,245
Warren	37.9	.0158	30.3	10.5	18.0	21.0	20.5	13.2	93,257	24,510	5,388	4,630	1,263	35,821	2,110
SUBURBAN TOTAL	191.7	.0796	31.0	10.7	18.8	21.2	21.2	71.4	935,447	231,348	76,718	111,803	43,653	205,189	23,428

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IOWA (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985							
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
DUBUQUE	**92.1**	**.0382**	**29.5**	**13.0**	**16.3**	**16.7**	**24.4**	**31.2**	**501,102**	**103,342**	**43,555**	**86,365**	**25,035**	**104,728**	**17,307**
Dubuque	92.1	.0382	29.5	13.0	16.3	16.7	24.4	31.2	501,102	103,342	43,555	86,365	25,035	104,728	17,307
• Dubuque	60.4	.0251	30.8	13.8	16.2	16.0	27.3	21.7	439,488	93,213	38,525	84,318	20,267	85,677	16,440
SUBURBAN TOTAL	31.7	.0131	27.0	11.5	16.3	18.1	19.0	9.5	61,614	10,129	5,030	2,047	4,768	19,051	867
IOWA CITY	**86.0**	**.0357**	**27.1**	**24.6**	**23.7**	**15.2**	**16.2**	**33.5**	**420,547**	**90,098**	**45,458**	**55,543**	**21,269**	**76,190**	**11,652**
Johnson	86.0	.0357	27.1	24.6	23.7	15.2	16.2	33.5	420,547	90,098	45,458	55,543	21,269	76,190	11,652
• Iowa City	51.5	.0214	25.6	31.5	24.1	12.9	14.4	20.0	305,168	69,078	31,962	44,594	13,853	49,194	9,321
SUBURBAN TOTAL	34.5	.0143	29.5	14.5	22.8	18.4	19.1	13.5	115,379	21,020	13,496	10,949	7,416	26,996	2,331
SIOUX CITY	**118.4**	**.0492**	**31.6**	**11.4**	**16.9**	**16.5**	**27.8**	**44.8**	**703,293**	**154,113**	**53,804**	**103,783**	**30,718**	**150,060**	**19,071**
Woodbury	100.3	.0417	32.1	11.4	16.5	16.4	28.7	38.3	638,397	142,236	45,283	103,018	26,145	137,007	17,530
• Sioux City	81.2	.0337	32.0	11.9	16.8	16.0	29.0	31.2	602,934	133,346	41,808	101,270	24,005	128,305	17,215
Dakota, Neb.	*18.1*	*.0075*	*29.5*	*11.1*	*18.8*	*17.1*	*22.5*	*6.5*	*64,896*	*11,877*	*8,521*	*765*	*4,573*	*13,053*	*1,541*
SUBURBAN TOTAL	37.2	.0155	30.8	10.2	17.1	17.5	25.4	13.6	100,359	20,767	11,996	2,513	6,713	21,755	1,856
WATERLOO - CEDAR FALLS	**157.8**	**.0655**	**30.0**	**14.8**	**17.6**	**16.9**	**24.3**	**57.9**	**813,440**	**166,169**	**69,026**	**110,415**	**35,196**	**192,081**	**28,269**
Black Hawk	132.5	.0550	29.7	15.1	18.0	16.7	23.8	48.8	730,152	140,707	62,640	105,189	32,619	174,453	25,106
• Cedar Falls	34.3	.0142	26.6	25.0	17.3	16.1	19.3	11.6	229,345	36,969	17,386	22,375	9,362	78,386	7,250
• Waterloo	72.0	.0299	31.2	12.2	18.3	16.2	26.8	28.5	464,353	90,212	41,523	81,542	22,685	89,199	17,267
Bremer	25.3	.0105	31.6	13.1	15.2	18.1	26.7	9.1	83,288	25,462	6,386	5,226	2,577	17,628	3,163
SUBURBAN TOTAL	51.5	.0214	30.6	11.7	16.4	18.6	24.2	17.8	119,742	38,988	10,117	6,498	3,149	24,496	3,752
OTHER COUNTIES															
Adair	9.5	.0039	38.1	8.7	13.0	16.5	37.0	3.8	44,037	12,985	4,482	1,326	607	7,032	1,078
Adams	5.6	.0024	38.5	8.2	13.1	18.1	36.3	2.2	15,651	5,115	592	449	424	2,301	513
Allamakee	15.3	.0063	34.3	9.3	13.4	16.0	33.1	5.5	79,600	22,862	4,491	4,733	1,268	24,065	692
Appanoose	15.4	.0064	36.1	9.2	14.0	15.9	35.5	6.3	67,292	20,108	4,760	7,241	1,815	11,688	1,346
Audubon	8.2	.0034	37.9	8.5	12.5	17.2	36.4	3.2	35,931	8,429	1,951	1,070	1,913	10,792	886
Benton	23.8	.0099	33.6	9.7	14.5	18.2	29.9	9.1	79,263	17,988	5,323	1,253	3,079	26,310	2,615
Boone	26.1	.0109	34.6	10.5	16.4	17.4	32.0	10.2	104,548	25,495	8,355	6,397	5,930	27,204	3,374
Buchanan	23.3	.0096	30.3	10.7	15.5	16.2	26.5	8.2	84,850	22,953	5,911	4,280	982	22,554	2,914
Buena Vista	21.0	.0088	34.0	12.9	14.5	15.2	33.3	8.1	144,041	31,572	10,545	13,857	5,228	38,397	3,379
Butler	17.5	.0072	34.5	8.9	15.0	16.5	32.7	6.6	41,661	11,949	2,107	2,179	1,671	10,014	820
Calhoun	12.9	.0054	38.4	9.0	12.8	16.4	37.5	5.0	45,440	12,974	2,379	1,710	2,731	11,494	1,405
Carroll	23.4	.0097	32.2	10.3	13.9	15.8	30.2	8.4	163,096	23,487	10,635	12,327	7,501	45,699	1,762
Cass	17.3	.0072	36.8	9.2	14.1	16.8	35.3	7.1	121,390	28,322	6,177	11,179	2,139	24,654	4,150
Cedar	19.2	.0079	33.9	9.3	15.5	18.1	30.2	7.4	77,732	18,262	3,975	3,058	2,451	20,827	1,301
Cerro Gordo	48.3	.0201	34.0	11.5	16.1	17.4	31.1	19.5	349,915	82,104	23,713	46,704	12,348	71,373	9,436
Cherokee	15.6	.0065	34.8	9.5	15.0	17.2	32.5	6.2	88,858	22,395	4,257	5,664	2,472	38,865	2,860
Chickasaw	15.4	.0064	32.6	10.3	13.6	17.2	29.5	5.6	48,420	11,404	3,273	2,659	1,368	14,922	1,635
Clarke	9.0	.0037	35.6	9.5	14.3	17.4	33.4	3.5	50,401	15,613	3,637	4,522	348	8,995	916
Clay	20.0	.0083	32.4	11.0	16.7	17.0	28.7	8.1	135,730	27,713	9,143	12,563	5,070	35,058	3,158
Clayton	21.7	.0090	34.3	9.8	13.6	16.8	32.3	8.3	77,594	17,862	4,197	937	2,431	24,091	2,205
Clinton	56.7	.0236	32.6	10.4	15.9	18.0	28.2	21.1	321,821	76,082	24,331	32,791	17,671	91,349	9,037
Crawford	19.0	.0079	32.9	10.2	14.6	17.1	29.8	7.0	67,511	17,130	6,416	3,265	1,775	12,192	1,815
Davis	9.4	.0039	35.2	9.7	13.5	17.3	33.0	3.4	31,398	7,981	1,696	521	946	8,034	1,051
Decatur	9.7	.0040	34.3	15.3	13.1	15.3	33.7	3.5	37,792	13,203	2,228	1,415	879	5,655	2,097
Delaware	19.6	.0082	30.6	10.8	13.8	16.8	27.1	6.8	78,214	20,699	5,072	6,130	1,584	17,703	3,220
Des Moines	46.1	.0191	33.5	9.9	16.5	17.8	29.7	18.3	269,561	64,056	21,062	43,844	14,213	47,035	7,336
Dickinson	16.6	.0069	35.5	8.7	16.1	17.0	33.6	6.7	81,254	15,488	10,259	4,272	2,143	18,506	2,175
Emmet	13.0	.0054	32.8	11.0	15.3	16.0	30.7	5.2	60,608	15,437	3,445	4,524	1,616	16,076	1,547
Fayette	24.6	.0102	34.0	10.5	13.7	16.6	32.0	9.4	105,508	24,936	5,640	8,215	3,845	31,232	2,121
Floyd	19.2	.0080	34.8	8.8	14.4	18.0	31.8	7.3	92,047	25,240	6,173	10,432	2,414	19,309	2,293
Franklin	12.8	.0053	36.4	8.7	14.8	17.3	34.4	5.3	46,370	12,454	2,056	2,741	1,471	11,008	1,340
Fremont	9.6	.0040	37.3	8.1	14.1	16.7	36.0	3.8	44,126	18,751	2,344	214	1,135	5,166	1,734
Greene	11.7	.0049	37.1	8.4	14.1	16.1	36.4	4.8	59,455	12,572	3,988	2,856	870	20,890	2,479
Grundy	14.2	.0059	35.3	8.6	14.7	18.6	32.0	5.5	47,496	14,694	4,255		1,541	11,919	2,260
Guthrie	11.9	.0049	39.0	7.5	13.4	16.6	38.0	4.7	25,988	8,137	1,709	1,885	1,690	5,192	1,192
Hamilton	17.3	.0072	35.2	9.6	14.8	17.5	32.7	6.9	72,780	22,308	6,059	4,294	2,064	9,908	2,582
Hancock	14.2	.0059	33.5	9.5	15.8	16.6	31.0	5.6	32,893	9,944	2,467	569	1,924	7,406	1,625
Hardin	21.8	.0090	35.5	10.6	13.8	16.9	33.9	8.4	138,244	33,435	5,920	8,247	3,302	44,579	3,848
Harrison	16.1	.0067	35.4	9.5	13.1	17.2	33.3	6.1	83,250	13,723	5,331	1,404	2,816	37,685	3,727
Henry	19.1	.0080	33.5	11.5	16.3	17.0	30.5	7.1	91,434	21,938	4,926	7,431	2,951	28,335	3,165
Howard	10.9	.0045	36.9	8.9	12.6	15.4	36.6	4.2	43,503	13,265	1,986	1,792	1,429	8,331	2,345
Humboldt	12.4	.0051	36.7	9.0	13.6	17.4	34.7	5.2	52,497	16,022	4,075	3,533	1,789	13,692	1,906
Ida	8.9	.0037	37.3	8.7	13.5	16.7	35.9	3.5	44,959	12,142	1,997	2,693	747	11,499	1,652
Iowa	15.5	.0065	35.2	9.7	14.6	17.5	32.8	6.0	76,336	19,373	15,215	1,099	4,283	11,094	1,491
Jackson	23.2	.0096	32.1	10.2	14.0	17.6	28.3	8.4	76,116	24,088	4,819	5,856	2,845	14,901	2,493
Jasper	36.6	.0152	34.3	9.6	15.4	19.0	30.0	14.2	165,459	40,645	11,128	9,889	5,110	40,583	6,495
Jefferson	17.1	.0071	32.9	11.2	20.3	16.7	29.0	6.4	82,571	20,927	5,205	6,006	1,369	24,410	2,446
Jones	20.9	.0087	32.4	11.2	15.6	17.3	28.7	7.4	69,992	17,518	4,047	5,160	1,584	19,655	1,892
Keokuk	12.6	.0052	37.5	8.9	13.4	15.9	36.9	5.0	34,335	4,163	1,734	273	833	12,096	978
Kossuth	21.6	.0090	33.5	10.0	14.1	16.6	31.2	8.2	102,495	20,934	7,199	8,983	4,157	31,243	1,996
Lee	43.3	.0180	33.3	10.3	16.4	17.6	29.6	16.5	194,355	55,747	14,863	23,505	10,130	39,754	7,045
Louisa	12.7	.0053	32.5	9.7	15.7	18.3	27.8	4.6	37,529	13,415	3,235	657	819	11,589	1,185
Lucas	10.2	.0042	37.9	8.5	13.2	18.2	35.5	4.3	64,689	18,155	2,880	2,440	2,030	9,778	1,930
Lyon	12.8	.0054	33.3	9.1	14.3	16.2	31.4	4.6	35,899	9,387	2,030	904	2,390	6,763	483
Madison	12.5	.0051	35.7	7.7	14.5	18.2	32.7	4.6	59,504	15,425	5,163	1,674	1,243	15,534	2,019
Mahaska	23.6	.0098	33.8	11.8	15.6	15.9	32.3	9.2	101,657	27,613	8,563	9,244	5,606	18,407	2,763
Marion	30.9	.0129	32.7	12.7	15.4	17.3	29.1	11.1	104,416	25,656	9,453	7,984	4,895	27,346	3,594
Marshall	41.1	.0170	33.3	10.2	16.8	18.1	29.0	16.0	209,531	51,932	16,961	25,084	6,776	48,265	9,715
Mills	14.2	.0059	32.3	9.6	17.8	18.1	27.2	5.0	44,800	11,827	2,969	2,157	890	15,019	1,606
Mitchell	11.8	.0049	36.6	9.5	12.1	16.3	35.5	4.6	47,952	7,244	2,702	982	1,605	10,547	1,646
Monona	11.4	.0048	39.0	8.2	13.2	16.4	38.2	4.6	59,896	11,482	3,571	1,926	1,640	24,258	3,289

IOWA (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1985 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Monroe	9.0	.0037	36.5	9.7	13.6	16.4	35.3	3.5	27,654	9,009	1,166	829	237	6,885	473
Montgomery	13.8	.0057	37.3	9.1	14.6	15.9	36.5	5.7	84,382	18,212	4,864	12,481	2,405	19,269	3,970
Muscatine	41.9	.0174	31.2	10.8	16.7	18.2	25.7	15.4	209,683	57,838	16,530	16,108	8,502	33,945	8,202
O'Brien	16.6	.0069	35.6	10.3	13.5	16.3	34.4	6.4	89,480	17,503	5,495	5,163	1,988	25,613	3,284
Osceola	8.3	.0035	35.7	9.6	13.0	16.7	34.1	3.2	23,465	5,838	1,529	904	585	3,893	376
Page	19.2	.0079	37.3	9.1	14.3	16.3	36.3	7.7	108,745	12,373	4,762	15,662	4,346	19,239	3,800
Palo Alto	12.1	.0051	34.8	10.9	12.8	16.3	33.4	4.8	55,183	9,988	2,780	1,476	2,313	18,294	1,585
Plymouth	25.0	.0103	32.4	11.4	14.2	16.6	29.7	9.1	113,611	30,812	7,456	8,265	1,809	29,320	2,153
Pocahontas	10.7	.0045	37.7	8.4	12.9	16.5	36.8	4.2	32,841	7,714	2,467	820	879	8,161	311
☐ Pottawattamie	87.6	.0364	31.8	11.0	16.0	18.3	26.5	33.1	568,004	98,292	41,980	50,403	8,180	163,557	23,629
• Council Bluffs	56.7	.0235	31.5	12.1	16.3	16.8	27.5	22.2	478,932	84,187	34,315	48,305	7,323	150,470	21,793
Poweshiek	19.3	.0080	32.8	14.5	14.3	16.7	30.2	7.2	125,636	27,953	9,447	6,653	2,614	29,814	2,852
Ringgold	6.0	.0025	40.1	8.0	13.7	16.2	39.3	2.4	22,900	5,835	1,885	1,147	569	8,251	646
Sac	13.5	.0056	37.5	8.7	13.6	15.7	37.0	5.5	53,748	9,184	3,088	1,046	632	12,846	1,608
Shelby	14.8	.0062	34.7	9.0	13.5	17.1	32.5	5.5	76,393	19,662	6,171	8,803	837	19,090	2,028
Sioux	32.1	.0133	29.4	14.7	13.9	15.7	26.6	10.8	117,288	25,133	5,991	3,594	4,002	42,976	3,665
Story	75.0	.0312	25.1	30.4	18.1	13.9	18.2	25.6	409,243	101,088	37,150	51,403	18,301	98,802	10,419
Ames	46.3	.0192	23.8	42.0	18.0	11.6	13.2	14.7	318,192	73,825	33,376	49,161	14,112	64,721	8,495
Tama	19.3	.0080	35.7	8.7	13.9	17.5	33.3	7.1	70,117	21,852	4,921	4,374	2,806	12,898	810
Taylor	8.1	.0033	39.7	8.3	12.9	15.6	39.6	3.3	27,937	9,785	2,206	774	764	3,403	451
Union	13.9	.0058	35.1	9.7	14.7	16.5	33.7	5.6	77,256	20,852	4,775	6,163	1,263	18,156	1,387
Van Buren	8.5	.0035	36.4	8.6	13.6	16.9	34.9	3.3	20,266	5,457	1,650	442	755	2,310	369
Wapello	39.5	.0164	35.5	10.1	15.1	17.2	33.4	15.8	203,162	56,523	12,220	22,658	6,755	41,562	6,296
Washington	20.8	.0086	34.1	9.4	13.5	17.1	31.5	7.9	87,053	20,843	6,085	8,576	2,849	22,246	2,163
Wayne	8.0	.0033	41.9	8.0	12.5	15.0	42.3	3.4	30,873	8,189	1,991	726	698	5,139	1,193
Webster	44.0	.0183	33.5	11.4	15.1	17.1	30.7	17.0	267,537	49,019	22,734	43,774	10,918	64,864	5,945
Winnebago	13.3	.0055	35.1	10.9	14.4	16.1	34.0	5.3	60,242	13,023	3,791	3,933	1,127	22,564	2,090
Winneshiek	22.1	.0092	30.4	17.6	12.9	15.4	28.7	7.7	100,754	23,068	8,861	7,160	5,366	19,207	2,754
Worth	9.1	.0037	36.9	8.7	14.7	17.3	35.0	3.6	27,139	8,069	1,708	66	991	4,427	794
Wright	16.1	.0067	37.2	9.1	13.8	16.7	35.9	6.4	75,719	23,886	4,731	2,277	2,696	19,821	1,961
TOTAL METRO COUNTIES	1,247.5	.5179	30.5	13.2	18.4	18.0	23.7	475.6	7,316,675	1,567,341	635,189	1,086,624	325,455	1,605,729	214,831
TOTAL STATE	2,942.8	1.2219	33.2	12.0	16.5	17.3	28.0	1,121.8	15,266,693	3,510,829	1,196,718	1,732,880	600,278	3,549,302	448,474

CHANGE IN INCOME CALCULATIONS!

Due in part to the recent publication of new income-related data from the Bureau of the Census, Bill Communications' Market Statistics Division has undertaken a major recalculation of Effective Buying Income (EBI) statistics. The latest *Current Population Survey (CPS)* from the Bureau has revealed problems in the methodology used in 1983 to convert Total Aggregate Income (TAI) to EBI. The original calculations, when compared to Bureau of Economic Analysis data for the same year, necessitated an upward shift in the distribution of income values relegated to household groups, which in turn resulted in an overestimation of median household EBI figures in the 1983, 1984, and 1985 issues of the *Survey*. The new *CPS* data received this year made it clear that this overestimation, if allowed to compound itself until the release of new income data, would result in household income totals that were artificially inflated well beyond the actual rates of increase for individual metros and counties. This adjustment results in median household EBI figures in this year's *Survey* that average 12% *below* last year's figures, and users of *Survey* data should take this into account when making comparisons of data between the 1985 and 1986 issues. S&MM and Market Statistics regret any problems this reajustment may cause for our readers, but we feel that this recalculation is absolutely essential to insure the continuing accuracy of *Survey of Buying Power* data. A more detailed explanation of this and other changes in this year's *Survey* can be found on page A-8.

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IOWA

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
CEDAR RAPIDS	**2,175,220**	**26,258**	**21.6**	**32.3**	**20.7**	**10.6**	**.0744**
Linn	2,175,220	26,258	21.6	32.3	20.7	10.6	.0744
• Cedar Rapids	1,428,215	25,467	22.1	31.5	19.6	10.6	.0525
SUBURBAN TOTAL	747,005	27,703	20.5	33.9	22.7	10.6	.0219
DAVENPORT - ROCK ISLAND - MOLINE	**4,956,299**	**27,098**	**19.9**	**30.0**	**20.5**	**13.9**	**.1678**
Scott	2,081,058	26,614	20.8	31.2	20.3	12.3	.0719
• Davenport	1,263,197	24,222	23.0	30.8	17.7	10.4	.0463
Henry, Ill.	*687,336*	*26,598*	*20.6*	*29.8*	*19.3*	*13.7*	*.0212*
Rock Island, Ill.	*2,187,905*	*27,804*	*18.9*	*29.0*	*21.0*	*15.4*	*.0747*
• Moline	*678,189*	*28,149*	*18.9*	*28.9*	*20.6*	*17.2*	*.0256*
• Rock Island	*570,521*	*24,422*	*22.2*	*27.2*	*18.4*	*13.0*	*.0180*
SUBURBAN TOTAL	2,444,092	29,132	17.8	30.6	22.6	15.2	.0779
DES MOINES	**4,964,824**	**25,288**	**22.7**	**30.8**	**18.1**	**12.3**	**.1736**
Dallas	323,782	21,551	26.7	33.1	14.0	6.8	.0110
Polk	4,228,448	25,628	22.6	30.2	18.3	13.1	.1491
• Des Moines	2,459,926	22,714	25.0	29.9	15.8	10.2	.0917
Warren	412,594	26,050	21.8	34.1	19.8	9.2	.0125
SUBURBAN TOTAL	2,504,898	28,041	20.4	31.6	20.8	14.6	.0809
DUBUQUE	**931,084**	**23,389**	**23.1**	**32.6**	**16.6**	**8.2**	**.0352**
Dubuque	931,084	23,389	23.1	32.6	16.6	8.2	.0352
• Dubuque	638,891	22,652	23.7	31.5	16.2	7.9	.0259
SUBURBAN TOTAL	292,193	24,749	21.7	35.2	17.5	9.1	.0093
IOWA CITY	**1,079,050**	**22,363**	**25.3**	**26.5**	**15.0**	**13.2**	**.0354**
Johnson	1,079,050	22,363	25.3	26.5	15.0	13.2	.0354
• Iowa City	620,720	19,871	26.5	23.7	13.0	12.9	.0219
SUBURBAN TOTAL	458,330	25,303	23.7	30.6	18.0	13.6	.0135
SIOUX CITY	**1,241,217**	**20,925**	**25.4**	**30.6**	**13.9**	**7.8**	**.0471**
Woodbury	1,060,004	20,590	25.6	29.7	13.8	7.5	.0410
• Sioux City	873,163	20,656	25.4	29.5	14.0	8.0	.0353
Dakota, Neb.	*181,213*	*22,508*	*24.1*	*35.7*	*14.2*	*7.3*	*.0061*
SUBURBAN TOTAL	368,054	21,446	25.4	33.0	13.6	7.2	.0118
WATERLOO - CEDAR FALLS	**1,883,726**	**25,497**	**21.5**	**31.5**	**18.7**	**11.4**	**.0643**
Black Hawk	1,603,983	25,780	21.2	31.4	19.1	11.7	.0554
• Cedar Falls	411,532	26,256	22.0	30.5	18.8	14.2	.0151
• Waterloo	893,447	24,536	22.2	30.4	18.5	10.4	.0319
Bremer	279,743	23,985	23.2	32.3	16.1	10.2	.0089
SUBURBAN TOTAL	578,757	26,355	20.1	34.2	18.7	11.2	.0173
OTHER COUNTIES							
Adair	82,770	15,317	33.4	23.3	7.5	5.5	.0031
Adams	47,907	16,466	32.1	28.3	8.1	3.4	.0018
Allamakee	114,918	15,473	32.4	25.5	8.6	2.8	.0051
Appanoose	126,046	14,059	30.9	24.6	7.1	2.6	.0048
Audubon	65,149	14,598	38.8	22.3	4.3	5.0	.0027
Benton	239,650	20,695	25.4	32.1	13.5	6.1	.0079
Boone	294,622	21,860	26.4	29.6	15.9	8.5	.0096
Buchanan	213,243	19,618	27.3	30.7	12.2	6.3	.0076
Buena Vista	202,685	17,933	30.6	28.5	9.9	6.4	.0085
Butler	154,233	18,067	29.3	31.1	8.6	5.0	.0050
Calhoun	116,334	16,587	31.8	25.0	8.9	5.8	.0042

IIDA GROUP

IOWA/ILLINOIS
Double ADI Newspapers

A Market between Chicago and Des Moines

TOO BIG AND TOO RICH TO BE IGNORED!

Two ADIs that are almost twice the size of the Des Moines ADI!
A marketing area equal in strength to Milwaukee!

Represented by Branham Newspaper Sales

IOWA

QUAD CITIES USA ™

ILLINOIS

2nd Largest Market in Illinois/Iowa
...only Chicago is Larger!

To reach the 146,000 households in this above-average metro market of the midwest, schedule your advertising in all three

QUAD-CITIES NEWSPAPERS
QUAD-CITY TIMES Davenport/Bettendorf/All Day and Sunday
QUAD-CITY METRO UNIT Rock Island Argus/Moline Dispatch Evening and Sunday

Represented by BRANHAM Newspaper Sales

IOWA (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Carroll	221,608	19,299	31.0	30.3	11.0	6.7	.0094
Cass	169,841	17,253	31.3	27.7	9.3	5.4	.0071
Cedar	187,493	19,902	27.0	31.7	11.8	6.3	.0065
Cerro Gordo	564,762	21,974	25.6	31.1	14.4	8.9	.0217
Cherokee	147,185	16,657	31.9	26.0	8.8	6.4	.0059
Chickasaw	126,214	17,466	30.3	29.3	8.8	4.7	.0045
Clarke	68,585	14,243	32.2	23.4	7.4	2.8	.0031
Clay	213,959	19,124	30.2	27.9	11.5	8.5	.0083
Clayton	176,918	15,292	32.3	24.5	7.3	4.5	.0067
Clinton	609,790	23,361	23.7	33.5	17.6	7.2	.0226
Crawford	164,441	17,626	29.2	29.9	9.4	4.7	.0058
Davis	71,930	15,057	28.4	24.7	7.0	4.8	.0028
Decatur	70,875	13,784	30.4	24.2	6.1	2.8	.0029
Delaware	171,255	19,409	27.6	30.9	11.7	5.8	.0063
Des Moines	530,475	22,454	25.0	30.6	16.6	8.1	.0191
Dickinson	192,244	21,144	28.6	31.1	13.0	9.0	.0065
Emmet	124,981	18,400	28.8	31.3	9.5	5.3	.0045
Fayette	222,705	17,446	30.5	27.9	9.9	5.3	.0084
Floyd	174,619	18,245	29.8	28.9	11.4	4.4	.0066
Franklin	134,964	19,366	28.5	30.6	11.8	5.9	.0044
Fremont	93,176	17,857	29.7	26.8	10.9	6.3	.0035
Greene	123,191	18,520	28.3	28.3	11.0	7.0	.0044
Grundy	166,103	23,391	24.6	32.5	15.2	10.3	.0052
Guthrie	99,366	15,401	30.9	25.6	7.9	3.7	.0033
Hamilton	177,076	19,381	30.2	30.7	10.1	7.4	.0062
Hancock	141,394	19,090	30.8	31.8	9.7	6.1	.0044
Hardin	207,669	18,447	29.4	30.5	9.6	5.8	.0085
Harrison	133,003	16,005	30.0	26.1	9.1	4.1	.0055
Henry	195,286	20,149	29.0	31.1	12.4	6.8	.0069
Howard	97,072	16,161	30.4	25.5	8.8	5.1	.0037
Humboldt	123,720	17,490	32.5	29.5	8.8	5.0	.0044
Ida	79,912	15,769	32.6	26.4	6.7	5.4	.0031
Iowa	161,236	21,397	26.4	34.5	12.3	6.8	.0058
Jackson	203,906	18,902	26.5	33.3	8.3	5.6	.0072
Jasper	390,471	21,635	26.2	33.1	14.8	6.6	.0136
Jefferson	178,147	19,382	27.9	28.6	11.7	8.1	.0064
Jones	196,481	20,596	25.7	31.2	14.9	5.4	.0068
Keokuk	113,465	16,520	32.5	25.1	8.8	5.4	.0038
Kossuth	195,088	17,491	31.2	28.3	9.5	5.6	.0075
Lee	482,767	22,121	25.2	29.9	15.7	9.3	.0164
Louisa	131,924	22,407	24.3	33.1	15.1	8.0	.0042
Lucas	94,948	15,790	29.8	25.9	9.1	4.0	.0040
Lyon	96,783	15,255	32.5	24.6	5.2	5.5	.0036
Madison	108,598	18,275	26.6	29.4	10.9	5.1	.0043
Mahaska	224,269	18,053	29.8	29.3	9.6	5.6	.0081
Marion	313,603	21,738	25.9	32.6	14.7	7.3	.0104
Marshall	500,113	24,205	23.7	31.9	17.7	9.7	.0168
Mills	139,302	20,888	28.8	32.7	12.8	6.9	.0047
Mitchell	110,041	16,000	31.6	24.0	9.2	6.7	.0039
Monona	92,145	14,693	34.5	22.2	6.6	3.5	.0039
Monroe	89,270	18,687	29.9	27.9	13.2	5.4	.0030
Montgomery	150,227	19,773	28.6	29.9	13.7	5.8	.0056
Muscatine	503,521	25,377	21.2	29.7	17.5	13.6	.0169
O'Brien	148,595	16,510	32.1	26.0	8.5	5.6	.0060
Osceola	69,073	15,701	33.7	25.3	8.3	4.1	.0024
Page	193,282	18,039	31.0	27.8	10.9	5.6	.0075
Palo Alto	114,507	17,168	32.0	26.4	10.6	5.3	.0042
Plymouth	221,805	17,420	31.9	28.2	7.7	6.7	.0084
Pocahontas	109,332	18,141	31.7	27.0	10.1	7.8	.0035
☐ Pottawattamie	972,287	22,940	24.5	30.6	16.7	9.3	.0369
• Council Bluffs	623,953	21.649	26.0	30.1	15.8	7.8	.0262
Poweshiek	200,093	20,825	26.6	31.4	14.1	6.7	.0079
Ringgold	43,335	11,830	29.5	18.7	5.6	3.5	.0018
Sac	120,432	15,941	36.2	26.7	6.0	5.1	.0043
Shelby	136,602	18,110	32.9	29.2	9.3	6.0	.0053
Sioux	261,773	18,079	33.9	30.3	7.9	5.2	.0099
Story	870,881	23,884	24.3	28.1	17.6	12.2	.0306
Ames	515,250	22,384	25.6	25.9	16.0	13.1	.0199
Tama	180,411	19,467	27.9	30.7	12.6	5.4	.0063
Taylor	62,660	13,380	33.4	20.6	6.8	2.9	.0024
Union	137,502	17,930	29.5	27.4	11.3	5.5	.0052
Van Buren	61,979	13,588	31.2	23.[illegible]	5.7	3.0	.0023
Wapello	409,726	18,967	28.0	28.7	12.8	6.1	.0149
Washington	209,365	18,848	29.8	28.0	11.6	7.6	.0073
Wayne	56,846	11,887	34.3	17.2	4.7	2.3	.0025
Webster	449,089	19,630	27.6	29.4	12.8	6.9	.0174
Winnebago	153,465	21,283	29.0	31.9	14.2	7.5	.0051
Winneshiek	208,728	18,327	30.4	26.8	11.1	7.9	.0077
Worth	91,056	18,633	32.6	29.3	11.1	5.8	.0030
Wright	210,716	23,928	23.0	28.8	16.5	14.0	.0067
TOTAL METRO COUNTIES	**15,147,253**	**24,743**	**22.7**	**30.9**	**18.0**	**11.2**	**.5317**
TOTAL STATE	**31,984,186**	**21,297**	**26.0**	**29.9**	**14.5**	**8.7**	**1.1437**

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

KANSAS

KANS.
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
KANSAS CITY	1,497.5	.6216	32.0	11.0	18.3	19.6	24.9	561.3	10,495,141	1,930,745	874,566	1,428,648	417,267	2,687,760	295,513
Johnson	307.6	.1277	31.8	9.6	20.3	22.0	21.5	115.2	2,398,790	402,316	172,900	348,688	133,989	619,660	52,456
• Olathe	49.3	.0205	27.6	12.4	25.2	18.4	12.9	16.7	322,632	71,520	20,023	32,548	10,632	107,913	5,772
Overland Park	89.7	.0372	32.6	9.2	19.3	23.5	21.9	33.8	1,018,901	113,856	66,311	232,691	59,328	277,619	21,082
Leavenworth	58.4	.0242	31.7	10.9	18.3	21.2	22.8	18.4	203,396	47,966	13,751	22,014	8,444	65,461	4,900
• Leavenworth	35.1	.0146	31.6	12.0	18.5	20.3	23.4	11.1	171,326	39,504	11,858	20,687	6,835	54,539	3,978
Miami	22.8	.0095	34.5	9.2	14.7	19.0	30.3	8.2	84,600	26,909	5,275	10,444	3,469	18,967	3,187
Wyandotte	171.9	.0713	31.1	12.1	16.7	16.8	26.8	64.1	803,582	192,828	64,121	109,685	20,614	181,613	30,623
• Kansas City	160.0	.0664	31.1	12.3	16.6	16.6	26.9	60.2	755,685	181,984	42,508	109,443	20,232	156,203	29,883
Cass, Mo.	*56.0*	*.0232*	*31.6*	*9.6*	*16.5*	*22.2*	*22.1*	*19.1*	*226,573*	*60,989*	*14,331*	*34,334*	*4,922*	*58,304*	*6,494*
Clay, Mo.	*141.7*	*.0588*	*31.4*	*11.9*	*19.1*	*21.1*	*22.0*	*52.6*	*1,235,064*	*228,346*	*76,101*	*219,634*	*40,167*	*347,190*	*33,030*
Jackson, Mo.	*632.4*	*.2626*	*32.4*	*11.6*	*18.0*	*18.3*	*27.0*	*245.6*	*5,194,437*	*883,350*	*491,072*	*651,964*	*197,108*	*1,335,599*	*152,524*
Independence	*114.2*	*.0474*	*32.7*	*11.3*	*17.5*	*19.5*	*26.5*	*43.6*	*884,317*	*166,874*	*75,937*	*123,873*	*23,810*	*284,958*	*25,370*
• Kansas City	*445.9*	*.1851*	*32.3*	*12.1*	*18.4*	*17.5*	*27.5*	*175.5*	*3,782,534*	*597,864*	*382,032*	*585,650*	*148,377*	*853,029*	*106,343*
Lafayette, Mo.	*31.3*	*.0130*	*36.0*	*9.3*	*14.2*	*18.9*	*32.5*	*11.4*	*111,776*	*30,168*	*8,915*	*10,646*	*3,137*	*31,952*	*3,052*
Platte, Mo.	*52.5*	*.0218*	*30.8*	*10.2*	*19.9*	*22.9*	*18.8*	*18.7*	*167,900*	*44,015*	*24,375*	*12,912*	*3,531*	*20,076*	*6,982*
Ray, Mo.	*22.9*	*.0095*	*34.1*	*8.8*	*14.8*	*21.1*	*27.6*	*8.0*	*69,023*	*13,858*	*3,725*	*8,327*	*1,886*	*8,938*	*2,265*
SUBURBAN TOTAL	807.2	.3350	32.4	10.0	18.1	21.4	23.8	297.8	5,462,964	1,039,873	398,145	680,320	231,191	1,516,076	149,537
LAWRENCE	71.7	.0298	25.7	29.1	19.9	14.4	17.1	25.4	361,149	76,590	39,722	25,779	15,209	93,871	7,955
Douglas	71.7	.0298	25.7	29.1	19.9	14.4	17.1	25.4	361,149	76,590	39,722	25,779	15,209	93,871	7,955
• Lawrence	55.7	.0231	24.7	33.4	21.0	12.8	14.9	20.0	347,204	71,821	38,746	25,667	14,811	92,759	7,768
SUBURBAN TOTAL	16.0	.0067	31.7	13.9	16.5	20.0	24.5	5.4	13,945	4,769	976	112	398	1,112	187
TOPEKA	160.3	.0665	32.3	11.5	18.2	18.3	26.7	62.6	1,023,866	228,696	95,055	137,798	36,256	237,899	39,051
Shawnee	160.3	.0665	32.3	11.5	18.2	18.3	26.7	62.6	1,023,866	228,696	95,055	137,798	36,256	237,899	39,051
• Topeka	119.6	.0497	32.7	12.6	18.3	16.3	29.5	49.2	950,608	201,452	88,734	127,140	34,769	233,756	38,214
SUBURBAN TOTAL	40.7	.0168	30.8	8.4	16.0	24.3	18.1	13.4	73,258	27,244	6,321	10,658	1,487	4,143	837
WICHITA	431.6	.1792	31.0	12.7	18.6	18.1	24.4	165.1	2,703,970	524,268	224,565	399,162	132,932	697,222	56,242
Butler	47.6	.0198	33.0	10.0	16.2	19.2	27.5	17.3	195,944	46,559	12,421	20,686	8,961	57,996	5,454
Sedgwick	384.0	.1594	30.7	13.0	19.0	18.0	23.9	147.8	2,508,026	477,709	212,144	378,476	123,971	639,226	50,788
• Wichita	284.4	.1181	31.0	13.8	19.5	16.7	25.5	115.1	2,280,753	413,689	197,269	364,786	118,109	589,650	47,096
SUBURBAN TOTAL	147.2	.0611	30.9	10.6	16.9	21.0	22.1	50.0	423,217	110,579	27,296	34,376	14,823	107,572	9,146
OTHER COUNTIES															
Allen	16.2	.0067	35.5	10.0	14.0	16.1	34.4	6.4	68,404	17,841	6,810	8,154	1,525	9,847	1,506
Anderson	9.1	.0038	38.0	8.9	12.4	16.0	37.4	3.4	24,726	8,115	2,003	830	244	4,881	476
Atchison	18.1	.0075	32.6	13.5	13.3	16.6	30.2	6.5	66,075	18,905	4,395	11,308	2,031	8,368	2,580
Barber	7.0	.0029	39.3	8.5	13.8	17.1	38.0	2.9	45,075	8,385	2,005	1,685	960	15,171	1,708
Barton	32.6	.0136	33.1	11.5	15.7	17.4	29.6	12.6	268,889	54,737	15,313	33,645	16,539	73,524	6,919
Bourbon	16.1	.0067	37.6	9.9	14.1	15.5	37.4	6.6	80,288	16,515	7,466	9,613	2,551	22,497	2,941
Brown	12.0	.0049	38.3	8.7	13.2	14.6	38.9	4.8	43,659	9,695	1,521	8,108	597	11,478	928
Chase	3.3	.0014	41.2	7.8	13.1	15.7	41.2	1.3	8,155	2,087	1,012	121	63	397	457
Chautauqua	5.2	.0021	43.7	7.3	10.9	16.9	44.0	2.3	14,499	4,967	750	252	152	2,940	497
Cherokee	23.0	.0096	36.2	8.8	13.9	17.6	34.1	9.0	77,667	23,447	3,840	7,575	2,846	21,992	2,359
Cheyenne	3.5	.0014	42.7	7.2	12.8	16.0	41.9	1.5	21,000	5,386	1,152	181	466	6,413	386
Clark	2.6	.0011	43.6	5.6	11.8	17.8	42.7	1.0	12,657	4,566	611		1,135	1,466	507
Clay	9.8	.0041	39.1	8.1	13.6	15.9	38.6	3.9	50,059	14,520	2,192	4,346	2,647	11,133	1,306
Cloud	12.1	.0050	38.9	10.9	12.7	14.9	39.4	4.7	53,929	13,292	3,245	6,931	3,296	10,447	2,160
Coffey	10.6	.0044	35.2	9.2	15.0	16.2	34.0	3.9	32,854	6,026	2,340	2,472	1,073	8,287	1,121
Comanche	2.6	.0011	42.0	7.1	12.2	17.7	40.6	1.0	9,314	1,452	1,112		681	2,299	365
Cowley	38.3	.0159	34.6	10.7	15.2	17.4	32.0	14.5	181,930	45,985	14,417	22,055	7,589	40,043	8,705
Crawford	38.0	.0158	35.8	13.9	13.8	15.1	35.8	15.5	171,300	49,328	15,909	25,063	6,639	32,155	5,171
Decatur	4.4	.0018	41.3	8.5	11.8	16.2	40.4	1.8	27,979	5,409	1,151	990	812	10,915	909
Dickinson	20.2	.0084	38.1	8.5	12.9	18.1	35.8	8.0	83,030	19,076	5,759	6,994	1,833	16,748	2,881
Doniphan	9.4	.0039	33.7	11.0	14.7	15.4	32.7	3.4	26,075	7,206	1,498	532	367	935	726
Edwards	4.3	.0018	39.6	8.4	13.3	16.6	38.8	1.7	12,373	5,124	549	111	221	2,103	269
Elk	3.8	.0015	45.6	6.6	10.4	16.2	46.0	1.6	10,157	2,365	872		180	1,536	262

The midwest test market

you'll keep on testing!

SAU newsplan

The Topeka Capital-Journal

Represented by Branham

Serving Northeast Kansas Morning & Sunday 913-295-1247

KANS. (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Ellis	27.9	.0116	28.0	19.7	17.5	15.0	22.8	10.4	271,192	54,535	21,401	22,125	14,005	78,787	7,366
Ellsworth	6.9	.0029	40.5	7.6	13.0	15.7	40.3	2.9	27,749	7,447	1,450	802	431	6,066	1,5[illegible]
Finney	28.3	.0117	28.1	12.6	19.0	16.8	20.0	9.8	243,246	54,677	12,528	25,049	11,136	79,784	964
Ford	26.6	.0111	31.1	13.1	16.2	17.2	26.4	9.8	245,890	43,833	18,422	35,941	14,628	75,365	7,210
Franklin	23.0	.0095	34.7	11.3	14.0	18.0	31.5	8.7	83,072	24,097	8,046	11,672	2,116	14,114	2,469
Geary	30.8	.0128	25.3	22.2	17.7	16.1	16.7	10.3	205,397	43,230	27,511	30,251	14,891	49,478	2,651
Gove	3.7	.0016	33.9	9.2	14.2	16.8	31.6	1.4	13,081	2,251	581		678	6,463	556
Graham	3.9	.0016	37.7	8.7	12.2	18.9	34.7	1.5	24,612	5,462	950	448		11,387	435
Grant	7.3	.0030	29.1	10.8	17.9	20.0	19.5	2.6	41,233	9,142	2,159	3,715	1,162	15,651	1,199
Gray	5.4	.0022	31.5	10.4	17.0	18.0	26.0	1.9	12,465	3,375	611		219	3,477	862
Greeley	1.9	.0008	33.5	10.9	13.9	17.7	30.2	.7	7,144	2,519	206			1,987	417
Greenwood	8.6	.0036	42.5	7.0	12.0	16.3	42.2	3.6	36,384	9,464	2,795	644	899	9,606	1,641
Hamilton	2.3	.0010	38.7	7.6	13.1	18.4	36.4	1.0	8,225	143	679	726	309	1,438	169
Harper	7.6	.0031	41.9	7.0	12.6	17.0	41.2	3.2	47,114	9,819	2,610	3,921	1,941	18,679	987
Harvey	31.8	.0132	33.4	12.1	16.0	17.4	30.0	11.5	143,107	36,639	10,830	11,437	3,798	24,719	2,420
Haskell	3.9	.0016	30.1	9.9	17.6	19.4	22.0	1.4	8,763	4,514	310			576	542
Hodgeman	2.2	.0010	38.3	9.0	12.8	17.5	36.6	.9	3,451	279	184		169	1,506	
Jackson	11.9	.0049	34.4	7.9	15.1	18.7	30.4	4.3	29,677	7,516	2,409	5,312	643	5,699	554
Jefferson	16.7	.0069	34.5	7.8	15.8	19.9	29.3	5.7	26,768	9,078	1,237	415	1,427	3,149	775
Jewell	4.8	.0020	41.6	7.8	12.5	16.0	40.8	2.0	10,371	3,600	1,265	586	727	288	340
Kearny	3.7	.0016	30.0	10.4	15.7	17.7	24.4	1.2	9,114	4,501	64		716	1,625	431
Kingman	9.1	.0038	36.8	9.3	13.7	16.8	35.3	3.4	31,338	8,435	2,183	701	1,137	7,388	1,536
Kiowa	3.9	.0016	37.3	9.9	14.2	16.2	36.3	1.5	18,830	5,888	1,286	714	548	3,768	784
Labette	25.7	.0107	34.4	9.5	15.0	16.3	32.8	9.8	134,133	27,964	8,115	15,684	4,622	42,987	3,722
Lane	2.5	.0010	36.8	7.7	14.0	19.0	33.4	1.0	4,749	2,287	397		217	1,004	99
Lincoln	4.0	.0017	45.1	6.7	12.5	14.5	45.1	1.6	10,911	2,156	305	249	559	3,271	503
Linn	8.7	.0036	39.6	6.8	13.5	16.9	38.7	3.4	24,455	8,378	1,546	203	434	7,060	919
Logan	3.5	.0015	36.1	9.1	14.0	16.6	34.6	1.4	41,393	7,751	2,507	1,015	790	16,622	308
Lyon	38.5	.0160	28.8	19.0	19.4	14.5	23.4	14.5	248,065	59,946	20,701	29,510	8,992	54,208	7,072
McPherson	28.0	.0116	33.8	13.2	15.4	16.5	31.6	10.4	132,791	30,629	14,087	7,669	4,639	52,070	1,541
Marion	13.5	.0056	40.8	10.0	12.4	15.5	40.8	5.2	49,879	8,827	2,127	2,517	2,872	18,831	1,218
Marshall	12.9	.0053	40.7	9.0	12.1	16.3	40.1	5.2	70,265	16,804	3,564	8,772	6,171	19,774	2,034
Meade	4.8	.0020	36.1	10.0	13.6	17.3	34.0	1.8	22,446	4,995	2,216	208	287	9,363	125
Mitchell	8.3	.0034	35.9	9.6	14.4	14.8	36.2	3.4	58,366	11,646	3,063	4,209	1,480	16,483	956
Montgomery	43.0	.0179	35.7	9.7	14.5	17.0	33.8	16.6	236,597	47,480	15,195	27,920	9,848	54,384	5,545
Morris	6.3	.0026	41.1	7.9	11.8	17.0	40.4	2.6	23,813	5,154	1,252	444	912	7,141	334
Morton	3.4	.0014	31.2	10.6	16.3	19.6	24.1	1.2	19,439	5,601	894	865	230	6,200	151
Nemaha	11.2	.0047	36.5	9.2	12.4	15.2	36.4	4.2	57,070	14,961	3,748	1,703	1,903	20,093	1,749
Neosho	19.3	.0080	35.5	9.7	14.3	16.9	33.6	7.2	98,989	16,572	5,182	8,104	7,811	32,738	2,213
Ness	4.5	.0019	38.8	9.6	12.9	16.4	37.9	1.8	26,349	5,892	506	466	274	10,509	324
Norton	6.5	.0027	39.8	7.5	14.1	17.4	38.7	2.7	43,694	9,514	1,640	2,859	1,787	13,964	1,176
Osage	16.6	.0069	35.1-	9.0	14.8	18.5	31.6	6.1	51,485	12,988	3,142	861	2,366	16,134	1,333
Osborne	5.8	.0024	43.0	7.8	11.4	15.0	43.1	2.3	31,284	9,511	1,428	960	2,603	3,481	1,041
Ottawa	6.0	.0025	39.5	7.7	12.6	18.2	37.8	2.3	23,632	4,947	795	320	202	11,172	996
Pawnee	8.0	.0033	36.9	8.5	15.7	18.2	34.2	3.2	38,969	10,590	2,407	3,945	1,259	12,524	1,441
Phillips	7.3	.0030	39.6	7.0	13.5	17.4	38.3	2.9	37,744	9,258	1,578	2,771	3,984	9,334	845
Pottawatomie	16.0	.0067	32.4	10.8	17.2	16.9	28.6	5.9	46,353	11,753	3,456	2,975	1,336	11,301	1,207
Pratt	10.7	.0044	36.2	11.3	14.5	16.9	34.6	4.3	97,480	17,011	8,440	9,849	2,470	32,938	2,523
Rawlins	4.0	.0017	37.8	8.0	13.6	16.8	36.4	1.5	11,623	3,892	284	492	399	3,275	220
Reno	67.0	.0278	32.8	12.0	16.8	17.5	28.7	25.7	367,708	76,112	33,219	34,324	25,436	110,666	11,669
Hutchinson	41.8	.0174	32.3	13.8	17.2	16.0	29.3	16.6	323,328	70,684	28,392	32,225	21,732	94,178	11,496
Republic	7.0	.0029	43.9	7.8	11.8	16.0	43.6	2.9	32,326	7,886	1,409	716	1,864	8,748	2,351
Rice	12.0	.0050	37.8	10.5	12.6	17.4	36.0	4.8	43,511	12,542	2,906	848	1,245	11,829	1,898
Riley	65.6	.0272	23.7	35.9	20.0	11.2	12.4	20.1	289,287	58,915	29,892	37,972	13,697	68,837	5,929
Rooks	6.8	.0028	37.3	8.9	12.8	15.4	37.1	2.6	43,864	10,492	1,779	1,061	1,584	5,822	1,046
Rush	4.5	.0019	43.3	7.4	12.1	16.2	42.5	1.7	12,050	3,768	1,066	569	204	549	248
Russell	9.1	.0038	39.5	8.5	13.8	16.7	38.5	3.6	61,293	12,844	3,757	2,716	2,176	17,355	2,010
Saline	51.1	.0212	31.8	12.8	17.4	18.0	26.4	19.9	390,014	76,452	26,566	38,983	21,681	114,356	8,196
Salina	43.6	.0181	31.4	13.5	17.6	17.6	26.1	17.2	378,465	75,674	24,547	38,696	20,074	113,403	8,132
Scott	6.0	.0025	32.1	8.9	17.0	17.6	27.4	2.2	42,485	11,098	2,502	1,793	2,143	11,139	179
Seward	17.7	.0074	29.0	13.5	17.7	17.8	21.6	6.5	191,782	32,648	12,925	19,717	11,729	56,935	2,238
Sheridan	3.4	.0015	34.3	8.8	13.1	17.3	31.8	1.3	12,912	3,634	897	1,071	342	2,691	332
Sherman	7.6	.0031	33.1	10.5	15.5	18.4	28.7	2.9	69,424	7,421	4,582	8,791	3,326	28,069	1,934
Smith	5.6	.0023	43.7	7.4	11.4	16.6	43.2	2.3	28,357	6,692	1,179	2,317	1,111	6,537	746
Stafford	5.8	.0024	42.8	7.3	11.8	16.2	42.8	2.4	26,616	6,362	1,094	377	445	7,788	350
Stanton	2.3	.0010	31.1	10.2	15.4	21.3	22.6	.8	6,513	3,215	53			1,040	110
Stevens	5.1	.0021	31.8	10.1	15.3	17.6	27.4	1.7	20,055	7,328	1,410	347	904	1,910	1,097
Sumner	25.9	.0108	35.8	9.1	14.2	17.4	33.6	9.7	100,065	38,624	5,518	9,599	3,711	14,982	7,389
Thomas	9.1	.0037	30.4	14.4	15.8	16.7	26.0	3.2	64,891	12,994	5,901	4,684	3,065	22,294	1,126
Trego	4.3	.0018	37.5	8.7	13.6	15.2	37.2	1.6	22,035	5,469	1,152	585	482	4,826	723
Wabaunsee	7.1	.0030	37.5	7.7	13.4	17.9	35.3	2.5	16,104	3,007	2,216	403	341	351	164
Wallace	2.0	.0008	33.4	8.9	16.2	16.8	30.6	.7	6,589	1,376	75	144		2,719	105
Washington	8.0	.0033	41.9	7.4	11.3	15.2	41.9	3.2	27,753	7,272	2,035	324	1,848	2,735	1,616
Wichita	2.8	.0012	30.8	9.7	15.7	18.1	25.4	1.0	13,232	5,968	435	75		4,436	177
Wilson	12.4	.0051	37.9	8.1	13.6	16.0	37.4	4.8	30,447	7,044	1,588	1,278	893	7,199	1,906
Woodson	4.6	.0020	42.9	8.4	12.5	15.2	43.1	1.8	11,745	3,656	1,260	179	380	2,000	
TOTAL METRO COUNTIES	**1,224.3**	**.5082**	**31.1**	**12.5**	**18.6**	**18.9**	**23.9**	**459.0**	**7,579,383**	**1,499,573**	**615,389**	**1,053,570**	**350,913**	**1,914,693**	**194,414**
TOTAL STATE	**2,470.5**	**1.0258**	**32.1**	**12.4**	**16.9**	**17.7**	**27.5**	**929.4**	**14,090,702**	**2,982,952**	**1,085,019**	**1,662,437**	**643,995**	**3,653,962**	**368,543**

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

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METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
KANSAS CITY	**19,831,816**	**27,736**	**20.3**	**27.8**	**19.6**	**17.3**	**.7040**
Johnson	5,369,196	36,279	14.4	26.1	23.3	29.0	.1730
• Olathe	667,566	32,642	17.0	29.5	25.7	19.6	.0230
Overland Park	1,589,614	38,390	13.1	25.7	24.9	30.7	.0577
Leavenworth	640,867	26,677	21.1	29.3	20.9	12.3	.0207
• Leavenworth	380,652	24,605	22.8	28.8	19.2	11.0	.0134
Miami	250,537	22,894	25.0	28.5	17.1	10.5	.0081
Wyandotte	1,983,405	23,904	22.1	27.6	17.7	12.5	.0670
• Kansas City	1,840,374	23,550	22.3	27.7	17.4	12.1	.0624
Cass, Mo.	*579,325*	*24,955*	*22.3*	*30.7*	*18.5*	*11.2*	*.0198*
Clay, Mo.	*1,851,739*	*29,704*	*19.0*	*30.5*	*23.4*	*15.6*	*.0714*
Jackson, Mo.	*8,057,083*	*25,422*	*22.0*	*26.9*	*18.0*	*15.7*	*.3081*
Independence	*1,492,733*	*29,064*	*19.8*	*28.0*	*23.0*	*15.5*	*.0551*
• Kansas City	*5,549,837*	*23,660*	*23.1*	*26.6*	*16.4*	*14.6*	*.2175*
Lafayette, Mo.	*303,996*	*20,756*	*25.8*	*29.9*	*14.4*	*7.4*	*.0104*
Platte, Mo.	*595,317*	*27,038*	*20.7*	*33.5*	*21.1*	*11.1*	*.0185*
Ray, Mo.	*200,351*	*20,000*	*26.5*	*30.8*	*13.6*	*5.6*	*.0070*
SUBURBAN TOTAL	11,393,387	30,519	18.3	28.4	21.6	20.0	.3877
LAWRENCE	**817,446**	**21,573**	**25.0**	**25.2**	**14.6**	**13.4**	**.0284**
Douglas	817,446	21,573	25.0	25.2	14.6	13.4	.0284
• Lawrence	629,040	20,102	25.9	24.2	13.1	12.9	.0233
SUBURBAN TOTAL	188,406	27,667	21.7	28.8	20.5	15.2	.0051
TOPEKA	**2,259,480**	**27,502**	**21.5**	**28.7**	**19.1**	**17.1**	**.0757**
Shawnee	2,259,480	27,502	21.5	28.7	19.1	17.1	.0757
• Topeka	1,680,524	25,015	23.6	29.2	16.7	15.0	.0604
SUBURBAN TOTAL	578,956	36,085	13.5	27.4	27.5	24.9	.0153
WICHITA	**6,289,776**	**28,884**	**19.2**	**28.3**	**19.4**	**19.5**	**.2064**
Butler	530,678	24,241	23.2	30.7	18.6	9.9	.0177
Sedgwick	5,759,098	29,534	18.8	28.0	19.6	20.6	.1887
• Wichita	4,287,360	27,911	20.1	28.3	18.6	18.8	.1492
SUBURBAN TOTAL	2,002,416	31,103	17.3	28.0	21.6	21.1	.0572
OTHER COUNTIES							
Allen	164,350	18,305	28.2	27.4	10.8	7.2	.0058
Anderson	91,029	18,879	29.4	25.6	12.4	8.9	.0028
Atchison	167,938	18,482	27.6	28.5	11.4	6.3	.0060
Barber	82,951	20,090	26.2	28.4	12.2	9.5	.0030
Barton	396,282	23,402	24.2	30.6	16.0	11.5	.0156
Bourbon	154,822	16,198	28.9	25.3	9.5	5.9	.0058
Brown	115,504	17,080	30.2	25.9	9.8	6.1	.0040
Chase	32,524	18,704	23.9	29.9	11.2	6.2	.0011
Chautauqua	63,533	18,559	28.2	25.7	11.5	9.5	.0018
Cherokee	201,138	16,120	28.4	26.5	8.9	4.9	.0071
Cheyenne	40,177	19,211	27.2	27.7	10.7	9.5	.0015
Clark	26,062	18,692	28.6	28.0	11.4	7.5	.0010
Clay	91,844	16,973	30.9	27.2	9.1	5.5	.0034
Cloud	108,341	16,379	32.0	25.2	9.0	5.3	.0041
Coffey	134,218	24,411	23.2	24.0	17.1	17.7	.0040
Comanche	24,655	17,806	34.3	28.4	8.0	6.4	.0009
Cowley	413,713	20,567	26.7	29.0	14.3	8.0	.0145
Crawford	377,429	16,471	27.8	24.6	11.2	6.4	.0136
Decatur	42,616	16,683	32.5	25.9	8.4	6.4	.0017
Dickinson	217,902	19,789	28.1	28.2	13.2	8.1	.0074
Doniphan	76,024	17,033	29.1	29.3	8.7	4.2	.0026
Edwards	36,746	15,698	32.3	25.6	7.4	4.2	.0013
Elk	36,961	15,961	31.6	22.2	10.7	5.8	.0011
Ellis	338,452	23,884	24.6	29.2	17.1	11.7	.0142
Ellsworth	69,066	17,742	29.5	27.3	10.3	5.4	.0024
Finney	307,365	23,160	27.6	31.3	15.6	10.5	.0132
Ford	309,308	23,882	22.9	30.2	16.6	11.7	.0129
Franklin	265,287	21,443	28.3	27.0	15.9	10.5	.0085
Geary	285,050	17,918	33.8	25.8	11.7	6.5	.0119
Gove	31,664	16,000	32.1	25.2	7.1	6.3	.0013
Graham	43,239	19,436	27.1	24.8	13.9	9.7	.0017
Grant	80,679	23,987	22.6	37.6	14.1	11.0	.0028
Gray	61,372	24,674	24.2	32.6	17.8	10.8	.0018
Greeley	15,610	16,722	31.9	26.6	7.9	6.0	.0007
Greenwood	83,222	16,279	30.3	24.3	10.8	5.1	.0029
Hamilton	27,912	20,261	29.7	26.6	15.0	9.0	.0009
Harper	72,649	16,611	30.1	26.4	10.1	4.3	.0029
Harvey	353,587	23,478	24.6	32.5	16.5	9.3	.0121
Haskell	39,523	21,865	28.1	33.4	14.0	7.4	.0012
Hodgeman	19,299	16,167	34.4	26.2	8.0	3.6	.0006
Jackson	116,834	21,451	25.5	30.8	15.8	6.5	.0037
Jefferson	162,321	22,652	24.0	30.5	17.4	7.7	.0048
Jewell	40,758	14,708	30.4	23.1	7.3	4.6	.0014
Kearny	37,944	23,966	25.2	32.9	15.8	11.2	.0012
Kingman	90,882	19,637	27.8	27.9	13.6	7.5	.0031
Kiowa	41,029	19,500	27.3	28.1	13.3	7.5	.0015
Labette	277,092	21,095	25.4	27.9	15.4	9.2	.0098
Lane	26,039	18,833	30.4	27.4	12.6	6.9	.0008
Lincoln	33,893	15,304	35.1	24.5	6.9	3.6	.0012
Linn	76,377	15,485	30.0	23.7	9.5	4.9	.0026
Logan	34,576	18,641	29.7	28.7	11.6	5.9	.0018
Lyon	434,545	22,165	24.6	28.4	16.5	9.8	.0163
McPherson	349,433	25,186	23.1	30.9	17.6	13.3	.0114
Marion	132,100	18,400	29.8	29.1	10.3	6.2	.0046
Marshall	129,895	17,401	30.6	24.2	11.3	7.3	.0048
Meade	44,743	18,875	30.9	29.2	11.7	5.8	.0017
Mitchell	75,132	16,150	32.9	26.3	7.2	4.8	.0034
Montgomery	471,020	20,326	26.7	28.0	14.3	8.6	.0171
Morris	66,357	17,973	29.0	25.8	11.2	7.4	.0022
Morton	37,423	23,630	24.1	29.0	16.5	11.8	.0014
Nemaha	99,062	16,205	30.2	24.3	9.3	6.3	.0038
Neosho	204,038	20,405	27.6	28.8	12.6	9.5	.0075
Ness	49,298	19,261	27.6	27.6	11.9	8.6	.0017
Norton	70,846	17,429	29.0	26.1	10.5	7.1	.0028
Osage	171,189	21,372	25.2	29.9	15.5	7.8	.0056
Osborne	48,488	15,079	34.5	24.7	6.0	4.0	.0020
Ottawa	56,955	18,121	29.1	27.9	10.1	6.8	.0020
Pawnee	95,587	21,222	28.3	28.5	14.7	10.3	.0033
Phillips	71,795	18,226	27.9	25.7	12.2	7.1	.0026
Pottawatomie	171,293	22,460	25.3	30.9	16.6	8.5	.0054
Pratt	127,494	22,300	25.3	29.8	15.3	10.1	.0053
Rawlins	35,769	16,723	32.8	24.4	9.0	7.2	.0012
Reno	767,370	22,259	25.8	30.3	15.8	9.5	.0272
Hutchinson	485,666	21,430	27.2	29.6	14.4	9.5	.0191
Republic	65,956	15,149	33.7	22.0	7.9	5.2	.0025
Rice	140,393	21,780	24.0	31.3	13.6	9.4	.0044
Riley	611,546	17,355	33.2	24.1	11.4	7.5	.0225
Rooks	65,889	18,420	30.6	28.7	10.6	6.7	.0028
Rush	40,560	18,000	29.0	28.9	10.1	5.4	.0012
Russell	111,133	20,671	27.1	25.3	14.3	11.9	.0041
Saline	593,157	22,064	26.8	30.5	15.5	9.0	.0232
Salina	505,508	21,565	27.6	29.8	15.1	8.8	.0208
Scott	61,898	20,209	28.2	29.7	13.2	7.8	.0025

WICHITA is KANSAS

Wichita is Kansas' center for shopping, business, finance and industry. It's also one of the nation's top 25 markets where it counts – ***purchasing power.*** *Among the nation's 316 MSAs, the two-county Wichita MSA ranks an impressive* ***23rd*** *in median household effective buying income* ***($32,316)*** *and* ***12th*** *in per capita income. This tremendous buying power extends to the 66-county ADI, where the EBI is* ***$12.9 billion.***

Cost-effectively tap this statewide market with the Wichita Eagle-Beacon. With five daily insertions you reach ***501,100 (63%)*** *ADI adults and* ***279,500 (89%)*** *in the MSA. With four Sunday insertions, readership soars to* ***539,600 (68%)*** *ADI adults and* ***301,800 (96%)*** *in the MSA. The Eagle-Beacon is the dominant medium for reaching the fertile Kansas market.*

Sources: The Simmons Scarborough 1985 Newspaper Rating Study. CIRCULATION '85/'86 and 1985 S&MM

Contact: Knight-Ridder Newspaper Sales, Inc.

The Wichita Eagle-Beacon

KANS. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Seward	207,852	24,218	25.1	30.9	18.0	10.2	.0093
Sheridon	29,244	16,104	35.1	23.0	9.2	5.1	.0011
Sherman	73,798	18,130	34.0	28.8	9.8	5.8	.0034
Smith	38,214	11,909	34.3	19.4	3.8	1.7	.0018
Stafford	65,181	20,000	28.1	29.8	13.7	6.5	.0023
Stanton	22,575	19,724	31.3	27.9	11.4	9.8	.0007
Stevens	56,752	25,514	23.3	30.5	17.4	13.9	.0018
Sumner	284,150	22,717	25.0	29.8	17.4	8.7	.0094
Thomas	90,558	20,342	26.5	28.6	12.6	9.5	.0038

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Trego	39,924	18,149	31.0	28.8	9.0	6.7	.0014
Wabaunsee	62,269	18,563	31.2	31.2	10.5	4.5	.0021
Wallace	12,104	13,172	36.6	19.3	3.7	2.9	.0005
Washington	54,227	11,711	34.3	17.5	3.6	2.4	.0023
Wichita	26,676	19,857	28.6	28.1	13.6	8.0	.0010
Wilson	114,946	17,669	30.5	27.9	10.3	5.2	.0037
Woodson	38,882	14,937	32.5	23.4	8.4	4.1	.0013
TOTAL METRO COUNTIES	**17,610,707**	**29,241**	**19.2**	**27.6**	**19.8**	**19.8**	**.5793**
TOTAL STATE	**30,446,211**	**23,974**	**23.6**	**27.8**	**16.5**	**13.9**	**1.0537**

KENTUCKY

KY.
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CLARKSVILLE - HOPKINSVILLE	**154.4**	**.0641**	**27.6**	**17.4**	**18.5**	**17.3**	**19.0**	**51.1**	**739,575**	**140,484**	**64,678**	**106,962**	**28,072**	**214,055**	**25,293**
Christian	67.4	.0280	27.1	17.5	18.0	16.0	19.8	21.1	288,618	54,364	20,804	30,240	10,285	81,375	11,984
• Hopkinsville	27.6	.0115	33.1	9.4	15.8	19.0	28.1	10.5	220,352	44,546	15,192	19,977	8,005	63,215	10,264
Montgomery, Tenn.	*87.0*	*.0361*	*27.9*	*17.4*	*19.0*	*18.1*	*18.4*	*30.0*	*450,957*	*86,120*	*43,874*	*76,722*	*17,787*	*132,680*	*13,309*
• Clarksville	*58.2*	*.0242*	*26.6*	*20.4*	*19.3*	*17.3*	*16.4*	*20.1*	*425,674*	*71,907*	*39,838*	*75,911*	*16,956*	*131,214*	*12,939*
SUBURBAN TOTAL	68.6	.0284	26.6	18.1	18.9	16.5	17.6	20.5	93,549	24,031	9,648	11,074	3,111	19,626	2,090
HUNTINGTON - ASHLAND	**339.8**	**.1409**	**32.6**	**10.9**	**16.3**	**19.2**	**27.0**	**125.1**	**1,709,810**	**357,931**	**138,951**	**327,931**	**71,592**	**325,462**	**60,447**
Boyd	55.2	.0229	33.5	10.3	16.7	19.8	27.7	20.5	345,372	74,775	29,638	63,182	11,195	62,055	16,687
• Ashland	26.4	.0110	37.5	10.0	14.2	18.2	34.9	10.7	276,739	48,108	26,276	61,152	10,189	55,632	15,883
Carter	26.3	.0109	30.3	11.5	16.0	18.5	24.0	8.8	86,146	25,490	5,525	8,961	7,492	12,422	3,392
Greenup	40.4	.0167	31.4	9.8	16.9	21.0	23.0	13.6	82,963	31,096	4,636	4,281	3,171	16,072	2,767
Lawrence, Ohio	*65.0*	*.0270*	*32.3*	*9.9*	*15.9*	*19.3*	*26.3*	*23.5*	*171,085*	*48,875*	*13,151*	*14,150*	*9,653*	*25,501*	*12,270*
Cabell, W. Va.	*105.4*	*.0437*	*33.7*	*12.4*	*16.1*	*18.0*	*29.9*	*41.8*	*897,591*	*148,488*	*77,720*	*210,892*	*37,329*	*186,100*	*23,764*
• Huntington	*60.6*	*.0252*	*36.0*	*14.0*	*14.6*	*15.8*	*35.3*	*25.7*	*600,159*	*117,449*	*62,683*	*70,492*	*30,411*	*142,199*	*19,996*
Wayne, W. Va.	*47.5*	*.0197*	*31.9*	*10.3*	*16.3*	*19.8*	*25.2*	*16.9*	*126,653*	*29,207*	*8,281*	*26,465*	*2,752*	*23,312*	*1,567*
SUBURBAN TOTAL	252.8	.1047	31.6	10.3	16.8	20.1	24.2	88.7	832,912	192,374	49,992	196,287	30,992	127,631	24,568
LEXINGTON-FAYETTE	**330.7**	**.1374**	**30.2**	**14.4**	**19.8**	**18.6**	**22.0**	**124.0**	**2,096,377**	**388,903**	**224,796**	**325,510**	**103,563**	**457,644**	**64,662**
Bourbon	19.0	.0079	33.4	9.4	16.3	19.4	27.9	7.0	71,970	21,082	5,512	2,556	1,719	16,160	5,027
Clark	30.0	.0125	31.6	9.8	18.0	19.6	24.3	10.9	142,733	36,222	11,485	17,695	3,840	38,123	4,445
Fayette	209.9	.0871	29.9	16.1	20.9	18.0	21.3	81.7	1,633,234	261,670	188,795	289,311	92,523	351,232	44,718
• Lexington-Fayette	209.9	.0871	29.9	16.1	20.9	18.0	21.3	81.7	1,633,234	261,670	188,795	289,311	92,523	351,232	44,718
Jessamine	29.8	.0124	28.8	13.9	20.2	18.5	18.9	9.9	110,715	25,477	8,603	7,626	2,497	32,982	3,275
Scott	23.2	.0096	30.7	12.8	16.8	19.3	23.5	8.0	61,380	21,073	5,991	4,060	1,913	7,797	3,771
Woodford	18.8	.0079	31.7	10.0	17.4	21.3	22.9	6.5	76,345	22,579	4,410	4,262	1,071	11,350	3,426
SUBURBAN TOTAL	120.8	.0503	30.9	11.4	17.8	19.5	23.2	42.3	463,143	127,233	36,001	36,199	11,040	106,412	19,944
LOUISVILLE	**971.0**	**.4033**	**31.6**	**11.3**	**18.1**	**18.9**	**25.0**	**356.2**	**5,580,056**	**1,107,397**	**577,333**	**802,867**	**263,207**	**1,158,669**	**238,182**
Bullitt	49.0	.0203	27.8	10.1	19.1	21.3	14.9	15.0	95,243	42,786	7,321	2,218	3,228	13,321	1,085
Jefferson	678.5	.2817	32.1	11.6	17.9	18.4	26.4	257.2	4,362,179	833,054	472,193	652,320	216,560	916,014	193,633
• Louisville	287.1	.1192	33.8	12.1	16.6	15.7	32.4	116.7	1,780,364	440,170	243,846	113,659	100,944	290,610	108,061
Oldham	33.4	.0139	29.6	10.6	21.6	23.3	15.1	9.9	79,005	22,458	3,728	4,056	3,634	23,678	3,172
Shelby	25.0	.0104	33.2	10.1	16.5	20.3	26.7	8.6	87,167	23,530	7,885	6,156	1,675	22,757	3,357
Clark, Ind.	*92.0*	*.0383*	*30.7*	*10.9*	*18.7*	*19.3*	*22.6*	*32.9*	*609,495*	*98,557*	*47,305*	*110,994*	*15,023*	*127,653*	*18,326*
Floyd, Ind.	*63.3*	*.0263*	*32.1*	*10.4*	*17.3*	*19.3*	*25.7*	*22.6*	*262,082*	*62,544*	*31,724*	*20,956*	*18,722*	*40,763*	*15,205*
• New Albany	*38.0*	*.0158*	*33.5*	*10.9*	*16.7*	*16.9*	*30.6*	*14.7*	*237,180*	*53,378*	*29,210*	*20,850*	*17,033*	*40,300*	*12,057*

LEXINGTON HERALD

LEXINGTON
KENTUCKY

In one of the nation's most lucrative marketplaces, the Lexington Herald-Leader has put it all together . . . everything you want in a simple, comprehensive package: upscale demographics, wide circulation, maximum penetration, weekend and weekday TMC options and low cost. Let us help you put it all together in one of the South's major upscale markets.

	1980	1985	Growth
Population	322,200	330,700	+3%
EBI	$2.5 billion	$3.7 billion	+51%
EBI/HH	$21,170	$30,194	+43%
Retail Sales	$1.7 billion	$2.1 billion	+25%
RS/HH	$14,320	$16,906	+18%

Sources: 1981, 1986 S&MM Survey of Buying Power

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Harrison, Ind.	*29.8*	*.0124*	*31.0*	*10.4*	*17.0*	*19.5*	*23.8*	*10.0*	*84,885*	*24,468*	*6,967*	*6,167*	*4,365*	*14,483*	*3,404*
SUBURBAN TOTAL	645.9	.2683	30.7	10.9	18.9	20.5	21.3	224.8	3,562,512	613,849	304,267	668,358	145,230	827,759	118,064
OWENSBORO	**88.2**	**.0366**	**31.3**	**11.4**	**16.7**	**18.7**	**25.2**	**32.4**	**583,094**	**118,280**	**59,508**	**89,264**	**27,549**	**114,703**	**24,531**
Daviess	88.2	.0366	31.3	11.4	16.7	18.7	25.2	32.4	583,094	118,280	59,508	89,264	27,549	114,703	24,531
• Owensboro	55.6	.0231	32.1	11.9	16.7	18.0	27.2	21.5	504,018	103,971	50,471	75,636	25,933	97,199	22,802
SUBURBAN TOTAL	32.6	.0135	30.0	10.7	16.7	20.0	21.8	10.9	79,076	14,309	9,037	13,628	1,616	17,504	1,729
OTHER COUNTIES															
Adair	16.4	.0068	35.6	9.6	13.7	19.0	31.8	5.8	35,064	9,151	2,753	1,348	1,183	6,550	1,354
Allen	15.0	.0063	36.0	9.3	14.1	19.5	32.0	5.7	56,033	14,752	2,451	2,111	953	18,219	3,330
Anderson	13.9	.0057	32.1	9.6	17.4	19.5	25.5	4.8	39,019	12,450	1,540	1,054	719	6,581	1,770
Ballard	8.5	.0036	36.0	8.7	14.7	18.5	32.9	3.3	28,536	8,041	1,388	205	421	10,738	734
Barren	34.9	.0145	34.1	9.9	15.7	19.2	29.4	13.0	161,576	37,524	15,466	23,760	7,263	26,437	7,602
Bath	10.1	.0042	33.1	10.1	15.4	18.6	28.4	3.6	15,287	5,339	716	574	813	2,379	1,109
Bell	34.6	.0143	31.0	10.3	16.3	17.7	25.8	12.0	163,770	40,328	12,499	19,671	7,860	29,335	6,043
☐ Boone	50.3	.0209	29.4	10.7	19.1	20.5	18.7	17.0	461,298	68,596	47,831	104,831	10,953	76,238	15,077
Boyle	25.5	.0106	32.5	11.3	15.9	18.7	27.3	9.4	169,070	35,208	10,929	31,406	5,739	42,447	6,339
Bracken	7.8	.0032	34.5	9.4	14.0	18.1	31.2	2.7	13,163	5,981	426	233	260	2,295	196
Breathitt	17.1	.0071	28.3	11.8	16.6	17.1	21.7	5.4	52,533	10,528	2,900	7,435	2,566	12,755	1,693
Breckinridge	16.9	.0071	32.9	9.8	15.6	17.7	29.0	6.1	54,133	26,493	2,663	2,491	1,823	8,079	2,041
Butler	12.5	.0052	33.1	10.2	15.2	18.5	28.7	4.3	19,445	6,899	621	649	272	3,186	1,340
Caldwell	13.0	.0054	37.4	9.1	14.5	18.1	34.9	5.0	60,588	14,515	3,911	9,470	3,340	11,384	2,153
Calloway	32.8	.0136	32.0	19.7	14.6	16.8	28.9	12.1	252,611	33,164	16,750	16,577	11,756	120,802	8,142
☐ Campbell	81.5	.0339	31.8	11.6	15.8	17.3	27.5	28.7	339,016	88,807	36,227	27,513	14,015	55,210	23,399
Carlisle	5.5	.0022	37.5	8.8	13.2	18.6	34.7	2.1	14,490	3,358	226	531	115	4,006	121
Carroll	9.7	.0041	33.6	10.2	15.1	19.2	28.6	3.5	48,989	18,995	3,007	1,210	729	9,411	2,777
Casey	15.5	.0064	32.9	9.5	15.2	17.9	28.9	5.8	34,690	6,800	2,540	3,734	1,181	11,109	1,844
Clay	24.3	.0101	28.3	11.0	16.0	17.7	21.6	7.6	64,192	18,349	2,779	4,261	3,116	10,435	3,079
Clinton	9.7	.0040	34.3	10.1	14.4	19.9	29.1	3.5	31,644	11,147	1,449	1,881	1,417	3,593	1,044
Crittenden	9.4	.0039	36.1	9.3	14.8	18.9	32.6	3.4	27,355	10,678	1,468	1,983	1,034	4,255	1,789
Cumberland	7.2	.0030	36.3	9.6	14.2	18.2	33.3	2.8	14,121	5,214	727	961	806	2,485	1,002
Edmonson	11.3	.0047	32.7	9.9	15.0	19.8	26.8	3.7	12,266	5,503	1,211	225	572	1,454	611
Elliott	7.2	.0030	29.8	10.2	16.8	17.7	23.5	2.5	8,378	1,210	436	425	346	3,026	144
Estill	14.9	.0062	32.3	9.8	15.1	19.1	26.8	5.3	48,124	13,404	2,084	2,803	612	21,304	2,309
Fleming	12.6	.0053	33.0	9.9	15.9	17.7	29.1	4.7	53,279	9,750	2,227	4,283	2,352	20,922	1,997
Floyd	52.7	.0218	30.0	10.6	17.4	17.7	23.7	17.9	187,196	34,616	9,612	15,863	5,330	54,758	9,694
Franklin	43.9	.0183	31.9	11.2	19.3	19.6	24.4	17.0	209,594	42,554	21,266	22,788	5,202	47,875	9,935
Fulton	8.3	.0034	36.3	9.0	13.2	16.7	34.9	3.2	45,400	15,037	1,047	7,439	1,469	6,140	2,496
Gallatin	5.1	.0021	31.9	9.9	15.4	19.8	25.5	1.9	24,948	7,028	2,206	1,507	137	246	793
Garrard	11.0	.0046	34.7	9.4	16.1	19.6	29.9	4.1	18,313	5,401	1,411	1,093	1,240	2,346	1,016
Grant	15.0	.0062	32.1	9.3	15.5	19.8	25.7	4.9	30,750	14,554	3,442	890	1,191	14,107	1,942
Graves	33.8	.0141	36.8	9.2	14.7	18.3	34.1	13.1	138,823	30,300	5,388	13,634	3,696	28,697	5,895
Grayson	23.0	.0095	32.9	10.0	15.2	17.8	28.9	8.2	76,804	17,698	5,345	9,288	2,539	11,519	5,365
Green	11.2	.0047	35.9	9.1	14.8	19.4	31.8	4.1	27,396	10,757	1,103	1,806	611	3,887	1,394
Hancock	8.1	.0034	30.0	10.1	17.4	18.9	22.4	2.9	13,003	8,533	491		70	1,891	690
Hardin	90.8	.0377	24.5	23.8	17.3	16.4	14.5	26.7	403,530	69,640	31,052	45,327	18,301	118,832	8,425
Harlan	42.0	.0174	29.8	10.8	17.0	16.3	25.0	14.4	149,699	43,599	9,375	22,803	7,726	22,355	6,202
Harrison	15.5	.0065	34.9	9.6	14.7	18.3	31.5	5.5	65,201	17,553	3,120	6,122	2,687	13,827	4,687
Hart	16.8	.0070	33.8	9.8	14.6	18.8	29.4	6.1	37,256	12,610	888	1,383	1,960	7,452	2,082
☐ Henderson	43.2	.0179	31.8	10.8	17.2	18.7	25.9	16.1	274,577	64,928	23,833	30,623	12,784	65,087	7,781
Henry	13.5	.0056	34.5	9.3	15.5	19.7	29.5	4.8	31,724	8,886	2,332	1,511	334	8,596	2,937
Hickman	5.7	.0024	37.0	9.1	13.9	18.0	34.6	2.1	7,755	2,380	760	503	50	1,409	150
Hopkins	48.0	.0199	32.6	10.2	16.9	18.2	27.7	17.7	261,074	66,362	15,810	29,763	12,338	57,749	10,304
Jackson	12.5	.0052	31.0	10.2	15.7	17.2	26.4	4.3	14,867	3,641	1,367	1,351	347	3,156	1,462
Johnson	26.7	.0111	31.3	10.3	17.2	18.7	24.9	8.9	120,422	19,895	8,536	15,337	8,329	23,479	7,453
☐ Kenton	139.0	.0577	31.0	11.5	17.4	17.5	25.5	30.2	644,744	165,754	71,940	85,554	30,421	86,396	31,303
Covington	46.9	.0195	31.8	11.9	16.2	14.8	30.0	18.3	296,817	67,512	38,114	21,786	14,865	75,303	13,643
Knott	19.0	.0079	28.2	11.5	17.1	16.8	21.6	6.0	53,472	14,802	2,446	9,192	2,719	3,910	446
Knox	31.9	.0132	30.4	10.4	15.6	17.8	25.0	10.8	114,092	29,733	6,356	19,155	2,361	25,327	6,207
Larue	12.2	.0051	34.5	9.5	15.2	19.3	30.0	4.5	33,149	11,573	1,293	3,772	1,215	6,000	1,163

ILLINOIS
INDIANA
KENTUCKY
Owensboro

COMPLETE YOUR EVANSVILLE ADI BUY
with Kentucky's 3rd Metro
OWENSBORO, KY ...
and get 50% of this quality market!
EVANSVILLE-OWENSBORO ADI COVERAGE*
Total Household - 264,300

NEWSPAPER	DAILY CIRC.	% COV.	SUNDAY CIRC.	% COV.
Owensboro Mess. Inq.	**32,892**	**12%**	**33,778**	**13%**
Evansville Cour. Press	99,154	38%	105,899	40%
TOTAL	132,046	50%	139,677	53%

Messenger-Inquirer ... #1 in Metro A.M. Penetration*
* SOURCE: Circulation '85-'86.
Represented By BRANHAM Newspaper Sales
Member of the Four-Color Newspaper Network!

KY. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Laurel	43.6	.0181	30.6	10.5	16.8	18.4	24.2	14.3	203,694	45,494	10,658	11,936	10,180	67,479	6,339
Lawrence	15.9	.0066	31.5	10.0	15.8	18.3	26.2	5.3	38,743	19,455	2,426	305	837	1,943	3,581
Lee	7.8	.0032	33.4	9.2	14.7	18.3	29.4	2.9	21,921	6,931	894	1,522	265	4,721	458
Leslie	15.4	.0064	27.1	12.1	17.2	18.2	18.3	5.0	25,705	8,193	1,084	4,496	1,347	1,732	823
Letcher	32.1	.0134	29.6	10.6	16.8	17.5	23.4	10.9	81,869	22,904	3,830	10,315	4,789	6,321	4,324
Lewis	14.7	.0061	29.8	10.6	15.5	18.4	23.5	5.0	20,021	8,161	1,139	393	522	2,220	185
Lincoln	19.3	.0080	32.8	9.2	15.4	18.6	28.0	6.8	33,529	9,207	2,112	512	1,770	9,249	803
Livingston	9.4	.0039	34.4	9.5	16.4	19.5	29.6	3.7	19,686	9,561	4,069	63	299	1,142	1,191
Logan	26.3	.0109	34.3	9.9	14.5	19.3	29.8	9.6	85,772	29,415	4,941	8,275	2,956	17,475	5,379
Lyon	6.8	.0028	37.0	10.9	17.7	20.1	32.9	2.5	16,641	6,974	750	223	1,026	3,844	333
McCracken	61.2	.0254	34.4	9.9	16.6	18.5	30.4	24.2	433,613	90,824	36,049	53,301	22,438	82,263	19,506
McCreary	16.7	.0070	28.8	10.5	15.6	16.9	23.4	5.5	41,913	18,335	2,097	2,693	1,625	6,604	2,284
McLean	10.3	.0042	33.9	9.1	16.2	18.9	29.4	3.5	22,708	8,577	1,192	732	422	4,139	930
Madison	55.8	.0232	26.7	24.2	15.8	16.5	20.4	18.2	300,042	61,636	32,175	31,067	5,891	56,820	9,499
Magoffin	14.5	.0060	27.7	11.4	16.1	17.7	20.4	4.8	35,541	14,461	1,424	4,520	852	2,693	2,296
Marion	17.8	.0074	29.6	10.8	15.7	16.6	24.9	5.8	39,305	18,742	3,722	7,642	3,707	5,004	2,969
Marshall	27.0	.0112	36.1	9.4	14.9	20.6	31.0	10.3	99,750	22,121	7,471	9,736	3,326	19,957	2,951
Martin	15.2	.0064	26.6	11.3	18.7	16.0	18.3	4.6	56,076	13,947	1,339	5,193	1,599	25,499	1,465
Mason	17.2	.0071	33.8	9.9	15.5	17.4	30.7	6.4	101,653	20,687	7,903	12,321	3,900	16,162	4,885
Meade	24.1	.0100	26.9	11.5	23.2	16.8	14.5	7.8	37,160	7,906	2,728	802	1,249	15,766	779
Menifee	5.2	.0022	29.8	11.4	16.1	17.5	24.1	1.6	8,149	2,092	243	274	381	2,643	219
Mercer	20.4	.0084	34.0	9.5	15.8	19.3	29.0	7.4	63,211	22,058	5,195	2,994	2,961	10,339	2,774
Metcalfe	10.5	.0044	34.8	9.6	14.1	19.6	30.1	3.8	30,043	9,302	1,181	606	765	9,231	1,148
Monroe	12.7	.0053	34.7	9.7	14.3	19.1	30.4	4.8	37,415	14,882	1,787	1,485	1,655	6,791	3,133
Montgomery	21.4	.0088	30.9	10.2	17.6	18.6	24.2	7.7	112,687	25,554	8,676	9,701	4,126	23,364	4,615
Morgan	12.3	.0052	30.6	11.3	15.7	17.6	25.5	4.3	42,111	8,438	1,041	2,717	2,636	13,672	664
Muhlenberg	33.3	.0138	32.6	10.4	16.1	17.8	28.3	11.6	139,988	43,933	5,659	18,114	5,182	26,110	7,746
Nelson	29.3	.0121	29.4	11.3	16.7	17.6	23.1	9.7	115,650	32,807	8,970	14,301	4,264	18,398	4,116
Nicholas	7.4	.0031	33.9	9.5	15.7	18.1	30.2	2.7	16,031	4,057	729	2,255	706	1,492	1,181
Ohio	23.4	.0097	32.8	9.5	16.1	18.0	28.5	8.4	88,422	26,585	4,712	8,284	1,657	28,031	4,635
Owen	9.3	.0039	34.5	8.5	15.0	17.9	31.4	3.4	23,389	4,986	1,114	1,682	719	6,174	1,445
Owsley	5.9	.0024	32.0	9.6	14.9	18.1	27.4	1.8	8,911	3,029	722	79	576	1,376	1,053
Pendleton	11.0	.0046	31.9	10.1	15.1	18.4	27.0	3.9	21,107	8,703	1,134	558	349	2,623	766
Perry	35.8	.0148	28.8	11.2	17.5	17.3	21.9	11.7	144,723	35,800	9,853	11,477	5,471	31,326	5,291
Pike	86.6	.0360	29.0	11.2	18.1	18.1	21.1	29.5	364,754	95,568	18,893	49,114	9,330	93,085	10,181
Powell	12.2	.0051	29.4	10.5	16.9	19.0	21.6	3.9	23,510	6,444	2,421	3,410	478	1,310	1,445
Pulaski	49.5	.0205	33.0	10.5	16.1	19.1	27.7	18.2	298,876	75,814	22,722	41,872	11,854	62,316	9,681
Robertson	2.3	.0010	36.7	8.4	14.3	18.9	33.4	.8	2,663	558	141	226	70	123	
Rockcastle	14.8	.0061	32.3	9.8	15.0	19.0	26.9	5.2	33,938	12,207	2,326	2,248	779	2,925	1,725
Rowan	19.3	.0080	26.2	24.5	14.9	16.3	20.5	6.2	82,600	20,395	5,374	14,150	1,135	12,145	4,618
Russell	14.8	.0062	35.0	9.6	14.6	18.6	31.4	5.6	42,226	11,783	2,009	4,147	1,849	10,521	2,205
Simpson	14.9	.0062	32.7	9.9	15.9	18.1	28.2	5.4	77,928	19,146	8,231	7,916	2,698	13,841	3,594
Spencer	6.2	.0026	32.3	9.6	16.4	20.0	25.5	2.1	11,993	5,372	384	145	227	721	299
Taylor	22.6	.0093	33.0	11.5	16.0	19.9	26.9	8.5	106,374	25,822	9,151	13,900	3,296	20,530	4,359
Todd	11.6	.0049	34.2	9.9	14.2	17.4	31.5	4.2	18,677	8,955	823	963	466	1,691	1,255
Trigg	9.6	.0039	36.9	8.0	14.1	18.8	33.8	3.6	25,888	6,960	1,697	793	2,540	5,541	1,095
Trimble	6.5	.0027	32.5	9.2	17.3	19.4	26.3	2.2	5,605	910	739		91	173	1,361
Union	18.0	.0075	27.1	16.8	14.9	14.8	23.5	5.7	68,041	24,962	3,252	12,664	1,925	7,068	2,441
Warren	79.0	.0328	29.1	18.3	17.6	17.4	22.2	28.3	549,472	102,719	53,992	82,468	25,599	95,622	17,985
Bowling Green	44.3	.0184	27.7	24.6	15.9	14.9	23.6	16.3	521,069	99,047	53,199	74,210	24,792	94,701	17,600
Washington	10.3	.0043	32.3	10.5	14.4	17.6	28.5	3.4	16,192	3,628	719	235	1,063	1,949	1,691
Wayne	18.1	.0075	32.1	10.2	15.3	18.2	27.3	6.5	53,962	17,237	2,206	6,408	1,883	7,367	3,537
Webster	15.1	.0063	34.1	10.0	14.9	17.2	31.4	5.6	57,752	17,124	1,981	433	984	22,063	2,674
Whitley	37.4	.0155	30.8	12.6	15.6	17.4	26.0	13.2	227,132	41,050	15,871	17,973	8,635	52,295	6,160
Wolfe	7.3	.0030	31.0	10.9	15.0	18.2	25.8	2.4	16,906	4,786	657	332	472	3,185	813
TOTAL METRO COUNTIES	**1,708.1**	**.7092**	**31.1**	**12.1**	**18.2**	**18.6**	**24.3**	**623.1**	**9,825,799**	**2,002,821**	**1,016,065**	**1,434,709**	**436,325**	**2,002,972**	**402,830**
TOTAL STATE	**3,786.2**	**1.5722**	**31.2**	**12.0**	**17.1**	**18.3**	**25.2**	**1,351.2**	**18,060,294**	**4,042,271**	**1,576,486**	**2,304,690**	**769,447**	**3,806,792**	**741,016**

KY.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
CLARKSVILLE - HOPKINSVILLE	**1,404,366**	**18,782**	**31.4**	**27.1**	**12.2**	**7.1**	**.0538**
Christian	604,160	17,154	33.0	23.4	11.6	7.3	.0226
• Hopkinsville	278,187	18,563	27.9	23.9	14.2	8.5	.0120
Montgomery, Tenn.	*800,206*	*19,776*	*30.2*	*29.8*	*12.6*	*7.0*	*.0312*
• *Clarksville*	*540,107*	*19,465*	*32.2*	*29.4*	*12.1*	*6.8*	*.0236*
SUBURBAN TOTAL	586,072	17,950	32.2	26.6	11.3	6.7	.0182
HUNTINGTON - ASHLAND	**3,032,076**	**18,261**	**26.8**	**27.7**	**12.4**	**6.0**	**.1191**
Boyd	532,216	19,694	23.6	27.7	14.9	6.8	.0215
• Ashland	273,492	17,771	24.6	24.6	13.3	7.5	.0130
Carter	184,699	14,734	27.9	24.5	8.7	4.3	.0073
Greenup	326,793	19,394	26.3	32.8	10.7	4.8	.0109
Lawrence, Ohio	*611,568*	*20,730*	*23.6*	*29.6*	*14.7*	*7.2*	*.0200*
Cabell, W. Va.	*981,252*	*16,912*	*27.8*	*25.8*	*11.1*	*6.0*	*.0457*
• *Huntington*	*572,133*	*14,994*	*28.6*	*23.0*	*9.2*	*5.6*	*.0282*
Wayne, W. Va.	*395,548*	*17,952*	*26.4*	*27.3*	*12.6*	*5.3*	*.0137*
SUBURBAN TOTAL	2,186,451	19,367	25.5	29.4	13.2	5.9	.0779

KY. (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
LEXINGTON-FAYETTE	**3,744,100**	**21,849**	**25.1**	**27.2**	**15.3**	**11.7**	**.1397**
Bourbon	156,424	15,900	27.9	25.5	9.2	5.7	.0059
Clark	323,079	22,671	21.7	27.6	16.9	10.9	.0114
Fayette	2,529,409	22,114	25.4	26.7	15.4	12.5	.0978
● Lexington-Fayette	2,529,409	22,114	25.4	26.7	15.4	12.5	.0978
Jessamine	298,741	22,062	25.3	29.3	15.5	10.4	.0103
Scott	218,166	20,728	26.1	30.8	13.5	7.4	.0072
Woodford	218,281	26,045	22.3	26.7	19.1	15.6	.0071
SUBURBAN TOTAL	1,214,691	21,365	24.5	28.1	15.0	10.0	.0419
LOUISVILLE	**10,789,342**	**23,280**	**23.3**	**29.4**	**16.5**	**11.3**	**.3931**
Bullitt	435,975	24,937	22.0	36.4	19.0	7.2	.0139
Jefferson	7,940,050	23,255	23.0	28.1	16.4	12.3	.2918
● Louisville	2,938,856	17,291	26.8	24.1	11.4	8.2	.1146
Oldham	376,497	29,877	19.7	28.6	22.2	17.2	.0112
Shelby	238,053	21,146	23.6	29.3	14.8	8.3	.0081
Clark, Ind.	*875,213*	*22,001*	*25.9*	*33.5*	*15.3*	*6.3*	*.0364*
Floyd, Ind.	*654,627*	*23,319*	*23.5*	*30.9*	*17.6*	*9.4*	*.0226*
● New Albany	*386,022*	*20,589*	*26.2*	*30.1*	*14.0*	*7.5*	*.0152*
Harrison, Ind.	*268,927*	*21,905*	*26.3*	*33.6*	*14.4*	*7.1*	*.0091*
SUBURBAN TOTAL	7,464,464	26,495	21.3	32.1	19.3	13.1	.2633
OWENSBORO	**880,846**	**20,711**	**25.3**	**27.9**	**15.4**	**8.2**	**.0356**
Daviess	880,846	20,711	25.3	27.9	15.4	8.2	.0356
● Owensboro	559,387	19,169	26.8	26.3	14.3	7.4	.0255
SUBURBAN TOTAL	321,459	23,965	22.1	31.5	17.5	9.7	.0101
OTHER COUNTIES							
Adair	104,782	12,338	31.2	20.1	5.1	3.2	.0040
Allen	129,329	15,883	27.8	23.4	11.9	5.0	.0048
Anderson	136,024	22,964	25.9	31.9	18.1	7.5	.0043
Ballard	83,273	18,522	24.3	24.2	14.6	8.2	.0029
Barren	318,888	18,211	25.6	28.2	11.7	6.0	.0121
Bath	74,799	14,675	29.8	22.5	9.4	4.9	.0024
Bell	246,072	13,469	29.2	20.9	7.8	4.3	.0108
☐ Boone	534,035	26,329	21.1	34.3	21.6	9.0	.0237
Boyle	272,634	20,509	25.7	25.9	15.3	10.0	.0106
Bracken	61,954	17,716	27.3	28.3	10.1	5.8	.0020
Breathitt	97,515	11,006	23.9	17.4	7.7	4.2	.0044
Breckinridge	127,120	14,447	32.3	20.5	9.5	4.1	.0048
Butler	79,856	13,530	29.3	23.7	6.0	2.9	.0029
Caldwell	116,735	16,823	27.3	25.9	11.8	5.4	.0045
Calloway	289,004	16,430	29.9	25.8	9.4	5.4	.0132
☐ Campbell	885,415	24,543	22.7	28.9	19.1	11.4	.0299
Carlisle	48,371	16,653	27.9	26.0	10.3	6.1	.0016
Carroll	83,564	17,605	27.0	25.6	12.7	6.0	.0034
Casey	93,610	11,436	33.4	15.9	4.2	2.7	.0037
Clay	168,820	14,081	28.2	19.2	9.1	7.2	.0063
Clinton	55,984	11,177	33.9	13.5	4.6	3.1	.0025
Crittenden	83,209	18,465	23.7	25.4	14.8	6.5	.0029
Cumberland	54,313	12,789	29.9	19.3	6.5	4.5	.0019
Edmonson	72,475	14,453	31.8	24.5	6.6	3.1	.0025
Elliott	34,425	9,887	30.0	15.7	3.5	.4	.0014
Estill	116,907	15,971	25.6	24.0	12.2	4.6	.0043
Fleming	95,978	14,757	31.3	21.8	7.3	4.5	.0039
Floyd	386,375	15,817	28.8	25.4	10.1	4.1	.0152
Franklin	520,297	22,968	26.6	28.4	16.4	11.9	.0175
Fulton	67,876	14,595	21.5	25.4	9.7	4.3	.0029
Gallatin	38,449	14,961	25.6	26.7	8.3	3.7	.0016
Garrard	83,847	15,559	29.5	25.5	10.1	2.6	.0028
Grant	119,629	19,744	25.9	31.3	13.7	4.3	.0045
Graves	328,265	18,994	25.5	28.1	13.0	6.4	.0117
Grayson	172,251	15,016	29.0	22.7	8.8	4.9	.0066
Green	85,111	15,142	29.1	25.3	7.0	4.2	.0031
Hancock	90,847	25,195	20.2	23.3	24.2	12.6	.0025
Hardin	858,924	19,892	30.8	29.0	12.8	7.8	.0316
Harlan	302,224	14,268	27.0	24.3	9.0	4.1	.0121
Harrison	122,681	16,379	27.7	26.2	9.2	5.7	.0049
Hart	126,491	13,404	29.0	20.8	7.3	4.1	.0045
☐ Henderson	470,495	22,499	24.1	30.0	17.0	8.8	.0178
Henry	115,874	18,268	27.4	27.9	11.4	6.0	.0040
Hickman	49,143	16,583	24.9	25.6	10.9	6.1	.0014
Hopkins	480,779	20,229	25.0	26.3	15.7	8.5	.0182
Jackson	70,067	10,763	30.5	15.5	4.0	3.0	.0027
Johnson	208,044	15,892	24.8	22.9	11.7	6.7	.0085
☐ Kenton	1,498,439	23,606	23.3	29.9	17.3	10.4	.0521
Covington	424,450	16,742	28.2	25.4	10.8	5.8	.0179
Knott	141,562	15,711	25.2	24.0	10.1	7.3	.0053
Knox	191,861	11,763	27.4	18.9	7.2	3.0	.0085
Larue	95,161	15,597	30.4	25.5	9.1	3.6	.0034
Laurel	329,928	16,483	30.7	26.1	9.4	4.8	.0139
Lawrence	126,273	14,590	26.7	19.5	10.5	9.3	.0045
Lee	53,969	12,432	33.1	19.1	5.4	4.0	.0020
Leslie	114,100	14,917	26.6	21.2	12.1	5.8	.0039
Letcher	245,024	15,682	28.7	23.6	10.8	5.7	.0087
Lewis	96,548	13,901	30.9	22.0	7.6	2.9	.0035
Lincoln	117,807	12,573	31.8	20.6	5.9	1.8	.0044
Livingston	91,551	18,952	28.5	28.5	13.0	6.2	.0028
Logan	228,455	17,715	28.1	27.2	11.5	5.4	.0082
Lyon	66,112	19,102	24.5	26.8	12.7	8.4	.0020
McCracken	668,406	20,739	23.6	27.2	15.6	8.9	.0263
McCreary	81,324	9,922	29.2	15.5	3.1	1.8	.0037
McLean	88,215	19,235	22.3	27.0	14.1	7.4	.0030
Madison	487,688	18,534	27.5	25.5	13.2	7.6	.0198
Magoffin	91,547	12,192	26.3	19.3	9.1	3.4	.0036
Marion	135,337	16,652	30.7	26.6	10.1	4.9	.0052
Marshall	278,225	21,176	25.0	29.5	15.5	7.7	.0093
Martin	127,951	19,287	21.0	20.1	15.8	12.9	.0048

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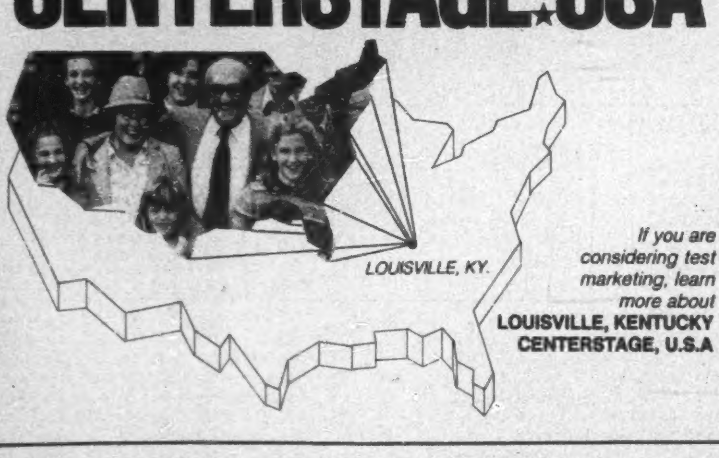
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KY. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Mason	158,949	18,638	26.4	27.3	12.7	6.6	.0065
Meade	193,996	19,789	32.2	33.6	10.0	5.9	.0062
Menifee	27,529	12,635	28.6	24.0	5.7	.8	.0011
Mercer	186,525	19,607	25.0	28.5	14.4	6.2	.0064
Metcalfe	66,084	10,762	30.3	15.4	4.7	2.6	.0026
Monroe	82,926	11,662	30.1	18.0	4.9	2.8	.0034
Montgomery	162,252	15,273	31.8	24.0	7.4	4.6	.0072
Morgan	77,556	11,228	29.3	16.2	5.7	4.1	.0033
Muhlenberg	307,028	19,472	26.3	26.4	14.6	7.9	.0113
Nelson	248,073	19,268	27.5	29.3	13.1	5.7	.0093
Nicholas	58,665	15,621	31.3	22.4	10.7	4.3	.0019
Ohio	207,789	18,926	24.7	26.2	15.2	6.2	.0076
Owen	76,169	15,857	27.9	22.6	10.9	6.2	.0026
Owsley	24,120	9,571	32.1	11.5	2.1	2.1	.0012
Pendleton	92,222	18,775	26.2	29.8	12.5	4.6	.0030
Perry	324,136	19,581	24.7	23.4	15.0	10.8	.0119
Pike	671,200	16,711	27.9	27.4	9.7	5.1	.0270
Powell	74,296	13,980	32.5	22.9	7.1	2.6	.0028
Pulaski	393,107	14,362	29.7	21.9	9.1	4.9	.0175
Robertson	15,066	14,967	32.1	24.2	7.0	2.0	.0006
Rockcastle	87,714	11,853	32.6	16.1	5.3	2.8	.0035
Rowan	138,197	14,264	27.7	22.9	8.0	5.5	.0058
Russell	114,765	13,481	30.5	19.5	6.8	5.6	.0042
Simpson	147,546	20,194	25.3	26.4	15.4	8.6	.0057
Spencer	53,892	20,833	23.0	30.2	15.3	6.5	.0016
Taylor	218,549	19,643	25.3	29.6	12.5	7.1	.0081
Todd	93,058	15,221	30.1	22.6	8.4	6.4	.0030
Trigg	78,476	15,904	31.3	24.1	8.9	4.9	.0028
Trimble	58,299	20,000	26.4	28.1	13.9	8.0	.0017
Union	151,848	20,362	23.5	28.7	13.9	8.2	.0057
Warren	750,023	19,020	27.3	27.6	12.4	7.5	.0317
Bowling Green	418,454	16,697	29.3	23.9	9.9	7.6	.0224
Washington	80,997	16,854	27.0	25.4	9.4	7.4	.0027
Wayne	110,770	12,129	31.6	19.0	4.2	2.8	.0047
Webster	135,689	17,345	25.6	25.0	12.6	7.0	.0048
Whitley	291,431	14,384	29.3	22.1	9.2	5.3	.0132
Wolfe	46,805	12,908	30.6	17.1	7.7	5.0	.0018
TOTAL METRO COUNTIES	**18,651,773**	**22,516**	**24.0**	**28.5**	**16.1**	**10.9**	**.6861**
TOTAL STATE	**35,787,379**	**19,128**	**26.0**	**26.5**	**13.3**	**8.2**	**1.3417**

LOUISIANA

LA.
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ALEXANDRIA	**143.5**	**.0596**	**30.5**	**11.8**	**16.1**	**18.4**	**24.3**	**49.9**	**709,734**	**151,104**	**55,047**	**104,135**	**35,238**	**130,934**	**26,191**
Rapides	143.5	.0596	30.5	11.8	16.1	18.4	24.3	49.9	709,734	151,104	55,047	104,135	35,238	130,934	26,191
• Alexandria	54.2	.0225	30.9	11.6	14.8	16.8	27.2	20.1	545,962	93,478	41,715	87,655	24,404	117,321	17,979
SUBURBAN TOTAL	89.3	.0371	30.2	11.9	16.9	19.4	22.5	29.8	163,772	57,626	13,332	16,480	10,834	13,613	8,212
BATON ROUGE	**554.1**	**.2300**	**28.0**	**14.7**	**19.4**	**17.9**	**18.5**	**191.5**	**3,150,863**	**736,739**	**288,147**	**450,268**	**195,448**	**546,676**	**92,454**
Ascension	60.5	.0251	27.6	11.8	18.2	18.1	18.4	19.4	239,826	62,246	14,889	11,102	11,289	71,371	8,416
East Baton Rouge	400.4	.1662	28.0	15.8	20.0	17.6	18.5	142.1	2,678,614	591,625	261,822	417,443	178,130	443,876	75,301
• Baton Rouge	248.5	.1032	28.6	17.9	18.3	16.3	22.0	92.5	2,287,923	414,920	236,868	400,604	152,269	398,290	62,138
Livingston	71.9	.0299	28.3	11.3	18.9	19.3	18.0	23.4	174,172	60,436	8,397	19,958	5,865	28,958	7,320
West Baton Rouge	21.3	.0088	27.8	13.1	16.4	17.6	20.5	6.6	58,251	22,432	3,039	1,765	164	2,471	1,417
SUBURBAN TOTAL	305.6	.1268	27.6	12.1	20.3	19.2	15.7	99.0	862,940	321,819	51,279	49,664	43,179	148,386	30,316
HOUMA - THIBODAUX	**192.1**	**.0797**	**27.1**	**13.7**	**17.7**	**18.1**	**17.9**	**62.9**	**1,088,313**	**253,136**	**158,396**	**134,016**	**51,444**	**204,125**	**38,765**
Lafourche	88.5	.0367	27.4	14.3	17.0	18.1	19.1	28.8	403,732	113,092	21,425	39,625	21,038	88,846	22,466
• Thibodaux	17.0	.0071	26.4	22.8	16.0	14.3	22.0	5.8	170,760	33,189	12,278	13,712	8,775	48,808	10,885
Terrebonne	103.6	.0430	26.8	13.2	18.3	18.1	16.8	34.1	684,581	140,044	136,971	94,391	30,406	115,279	16,299
• Houma	34.6	.0144	28.5	13.4	17.5	16.9	21.8	12.4	487,646	114,103	63,791	63,778	24,294	99,555	14,304
SUBURBAN TOTAL	140.5	.0582	26.8	12.7	18.0	18.8	16.4	44.7	429,907	105,844	82,327	56,526	18,375	55,762	13,576
LAFAYETTE	**216.6**	**.0900**	**27.6**	**15.2**	**18.9**	**17.8**	**18.2**	**75.4**	**1,601,391**	**295,655**	**178,999**	**236,351**	**78,941**	**288,902**	**38,159**
Lafayette	170.2	.0707	27.7	16.0	19.7	17.9	17.7	60.8	1,483,758	257,024	169,907	220,329	76,238	269,081	34,144
• Lafayette	91.5	.0380	28.2	18.0	19.1	16.5	20.6	33.8	1,399,556	240,154	165,184	217,337	73,356	260,115	32,814
St. Martin	46.4	.0193	27.3	12.5	15.8	17.5	20.4	14.6	117,633	38,611	9,092	16,022	2,703	19,821	4,015
SUBURBAN TOTAL	125.1	.0520	27.2	13.2	18.8	18.8	16.5	41.6	201,835	55,481	13,815	19,014	5,585	28,787	5,345
LAKE CHARLES	**176.8**	**.0735**	**29.7**	**12.6**	**17.3**	**18.6**	**22.2**	**61.8**	**1,043,190**	**267,944**	**76,549**	**121,966**	**54,279**	**165,898**	**42,737**
Calcasieu	176.8	.0735	29.7	12.6	17.3	18.6	22.2	61.8	1,043,190	267,944	76,549	121,966	54,279	165,898	42,737
• Lake Charles	76.4	.0317	30.2	13.9	17.1	16.9	24.9	27.9	719,496	147,599	60,623	98,927	41,646	127,621	31,436
SUBURBAN TOTAL	100.4	.0418	29.3	11.6	17.4	19.8	20.2	33.9	323,694	120,345	15,926	23,039	12,633	38,277	11,301
MONROE	**145.5**	**.0604**	**29.1**	**13.5**	**16.3**	**17.5**	**22.9**	**51.1**	**794,965**	**161,487**	**75,242**	**114,165**	**47,556**	**148,581**	**31,463**
Ouachita	145.5	.0604	29.1	13.5	16.3	17.5	22.9	51.1	794,965	161,487	75,242	114,165	47,556	148,581	31,463
• Monroe	56.7	.0235	28.2	15.9	15.0	13.9	25.9	20.0	539,512	84,012	48,890	88,534	33,836	127,170	18,136
SUBURBAN TOTAL	88.8	.0369	29.6	11.9	17.1	19.7	21.1	31.1	255,453	77,475	26,352	25,631	13,720	21,411	13,327

Whose Income Is not Included In 'Total EBI'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

LA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
NEW ORLEANS	**1,348.7**	**.5600**	**30.0**	**12.1**	**18.9**	**18.2**	**22.4**	**493.6**	**7,890,826**	**1,863,909**	**969,769**	**909,887**	**461,210**	**1,219,712**	**342,449**
Jefferson	486.7	.2020	29.7	12.0	20.0	19.5	19.8	177.1	3,599,026	792,060	362,012	494,481	238,871	693,528	126,682
Kenner	74.7	.0310	27.3	11.7	23.5	19.4	12.2	24.8	325,381	79,904	43,871	18,827	7,871	69,534	11,560
Orleans	564.9	.2346	30.7	12.9	18.2	16.2	26.0	217.0	3,156,397	693,287	506,128	278,167	174,290	403,757	161,021
• New Orleans	564.9	.2346	30.7	12.9	18.2	16.2	26.0	217.0	3,156,397	693,287	506,128	278,167	174,290	403,757	161,021
St. Bernard	69.3	.0288	30.3	11.9	17.7	19.1	22.6	23.5	302,581	124,117	25,958	36,048	14,992	12,886	18,686
St. Charles	42.4	.0176	27.8	12.4	17.7	19.2	18.2	13.9	90,202	32,703	5,975	11,022	2,737	11,772	3,407
St. John the Baptist	41.3	.0171	27.0	12.4	18.6	18.2	17.0	12.7	142,049	59,875	10,312	27,438	4,498	4,406	9,720
St. Tammany	144.1	.0599	30.1	9.6	18.4	21.0	19.9	49.4	600,571	161,867	59,375	62,731	25,822	93,363	22,933
• Slidell	35.1	.0146	29.9	8.5	19.3	23.0	17.1	11.6	318,529	73,154	37,052	36,198	15,978	55,405	12,079
SUBURBAN TOTAL	748.7	.3108	29.5	11.8	19.2	19.5	20.0	265.0	4,415,900	1,097,468	426,580	595,522	270,942	760,550	169,349
SHREVEPORT	**363.4**	**.1508**	**30.5**	**11.8**	**17.3**	**18.2**	**24.0**	**133.8**	**2,087,945**	**429,304**	**188,787**	**283,556**	**116,831**	**390,145**	**61,356**
Bossier	89.3	.0370	28.6	13.3	18.3	20.5	17.8	31.1	440,887	86,902	45,603	60,904	8,967	87,684	8,343
• Bossier City	55.4	.0230	27.8	15.1	18.8	20.0	16.4	19.4	385,014	63,436	40,146	52,473	8,120	82,543	7,612
Caddo	274.1	.1138	31.1	11.3	17.1	17.4	26.0	102.7	1,647,058	342,402	143,182	222,652	107,864	302,461	53,013
• Shreveport	218.9	.0909	31.0	11.5	17.2	16.8	26.2	82.6	1,488,601	316,235	134,568	195,265	102,094	274,227	49,421
SUBURBAN TOTAL	89.1	.0369	31.2	10.6	16.5	20.4	23.4	31.8	214,330	49,633	14,073	35,818	6,617	33,375	4,323
OTHER COUNTIES															
Acadia	59.5	.0247	29.5	11.2	14.8	17.3	24.6	19.9	226,689	51,591	18,132	20,763	10,188	47,489	14,712
Allen	21.6	.0089	31.9	9.6	14.3	18.2	27.3	7.5	78,971	21,021	2,744	15,592	1,529	15,928	3,780
Assumption	22.7	.0095	27.2	12.2	15.9	17.0	20.6	6.8	57,969	16,987	2,293	9,774	2,634	12,064	2,296
Avoyelles	43.9	.0182	31.9	9.9	13.8	17.0	28.7	15.0	126,426	37,159	5,550	19,882	4,724	30,961	9,561
Beauregard	33.5	.0139	29.9	11.1	16.7	19.0	22.5	11.2	134,138	33,080	6,205	8,822	7,413	33,922	3,102
Bienville	17.2	.0072	34.6	9.5	13.3	16.7	32.7	6.2	52,247	14,640	1,828	4,447	1,589	7,884	1,532
Caldwell	11.8	.0049	33.6	9.3	13.9	17.9	30.1	4.5	25,664	6,613	1,296	2,856	417	4,269	893
Cameron	9.8	.0040	29.1	13.4	15.0	18.1	23.0	3.4	27,619	15,122	2,262	1,262	160	696	990
Catahoula	12.9	.0054	30.9	11.0	14.4	17.3	26.8	4.5	32,822	5,478	1,013	3,059	1,989	6,469	2,856
Claiborne	17.9	.0074	35.4	9.2	12.6	15.6	34.8	6.4	50,458	14,312	1,873	8,834	1,287	9,919	1,810
Concordia	23.4	.0097	30.3	10.7	14.6	18.2	24.9	8.1	82,785	26,592	6,045	10,902	3,220	16,136	2,238
De Soto	27.5	.0115	32.9	10.0	14.2	16.6	30.5	9.7	100,939	27,181	3,435	17,478	2,340	21,241	4,339
East Carroll	11.5	.0048	27.0	10.8	13.0	13.6	26.1	3.8	24,299	6,651	759	1,355	398	2,527	1,810
East Feliciana	20.9	.0087	30.2	12.2	16.6	17.3	24.7	5.7	30,185	9,427	1,848	1,276	566	4,683	1,325
Evangeline	35.1	.0145	30.4	10.6	13.7	17.2	26.6	12.1	124,320	33,403	3,929	13,216	6,213	19,295	7,360
Franklin	23.9	.0100	32.2	9.5	13.3	16.0	30.0	8.4	131,289	59,123	3,459	17,695	1,806	23,030	2,992
Grant	18.1	.0075	33.5	9.1	14.0	17.9	30.0	6.5	19,684	7,150	438	839	128	7,578	915
Iberia	68.2	.0283	28.3	12.6	16.0	17.8	21.4	22.1	384,872	90,288	44,331	26,911	24,795	83,083	16,429
Iberville	33.4	.0139	28.6	13.3	16.3	16.4	23.2	10.3	143,509	40,719	8,265	12,525	3,983	43,256	4,942
Jackson	17.8	.0074	34.3	9.3	13.4	17.4	31.7	6.7	49,257	10,709	2,612	10,823	2,252	4,518	2,793
Jefferson Davis	33.1	.0138	29.8	11.3	14.4	17.5	24.9	11.0	155,729	39,644	6,437	7,570	3,518	39,822	9,201
La Salle	18.1	.0075	33.0	10.1	15.0	17.9	29.0	6.6	52,742	15,030	3,153	2,985	1,551	18,750	1,857
Lincoln	42.9	.0178	25.0	28.1	13.3	14.4	22.2	13.9	180,240	39,288	20,006	18,657	5,569	38,001	5,123
Madison	15.7	.0065	28.9	10.0	13.1	14.4	27.6	5.8	29,079	5,438	2,562	1,613	1,131	11,987	1,667
Morehouse	36.4	.0151	31.2	10.0	13.9	16.3	28.5	12.5	130,441	27,260	6,409	22,209	2,280	38,482	4,108
Natchitoches	41.0	.0170	29.5	14.6	14.4	15.7	26.4	14.1	160,556	39,147	9,821	20,017	6,629	30,270	6,398
Plaquemines	26.4	.0110	27.6	12.8	16.9	19.3	18.2	8.2	102,728	35,942	22,496	4,073	2,963	9,345	4,978
Pointe Coupee	24.7	.0102	30.0	11.1	15.5	17.0	25.3	8.4	84,646	24,344	3,086	6,115	3,033	26,292	2,830
Red River	10.8	.0045	32.0	9.9	13.8	16.1	29.8	3.8	32,069	10,668	1,923	2,803	891	4,075	1,729
Richland	22.3	.0093	32.2	9.8	13.3	15.9	30.4	7.5	124,885	23,859	3,345	10,826	4,966	34,200	4,762
Sabine	28.2	.0117	34.3	9.1	13.4	17.6	31.4	10.4	91,285	29,689	3,014	10,053	1,998	33,910	1,622
St. Helena	10.1	.0042	28.8	10.9	14.6	15.9	25.0	3.2	7,864	2,610	197		165	1,927	547
St. James	22.7	.0094	27.2	13.4	16.0	17.2	20.3	6.7	60,578	21,728	3,290	2,895	7,580	8,313	2,385
St. Landry	88.1	.0366	29.4	11.3	14.4	17.2	24.7	29.8	392,259	104,305	17,244	38,984	20,949	76,081	23,521
St. Mary	64.9	.0269	27.5	12.9	17.0	18.4	18.9	20.8	405,192	103,332	61,114	35,059	16,530	70,262	13,108
Tangipahoa	92.6	.0384	28.4	14.2	15.7	16.6	22.9	31.0	507,695	113,974	37,642	70,417	17,365	115,950	15,219
Tensas	8.4	.0035	31.7	9.2	12.9	13.8	31.9	2.9	26,300	8,034	659	1,955	1,333	5,651	438
Union	23.1	.0096	34.4	9.4	13.9	17.7	31.4	8.1	51,870	11,008	1,302	5,659	971	18,776	3,431
Vermilion	52.6	.0218	30.4	11.4	14.8	17.4	25.8	18.3	218,218	67,857	9,059	17,864	5,314	46,923	11,568
Vernon	62.1	.0258	24.2	24.2	18.1	15.0	14.3	18.2	169,856	40,590	20,644	18,017	4,068	32,409	3,614
Washington	47.2	.0196	32.6	10.4	14.4	17.1	29.5	16.4	150,605	40,448	8,114	14,051	6,254	25,207	7,961
Webster	45.6	.0190	34.3	10.1	14.1	18.1	30.9	16.8	232,487	73,286	10,197	28,209	9,016	46,367	6,367
West Carroll	13.1	.0054	33.9	8.8	13.7	18.0	30.4	4.6	44,666	14,132	1,282	6,607	904	10,585	1,156
West Feliciana	13.7	.0057	30.2	16.7	28.3	19.5	16.8	2.6	20,955	4,942	1,604	2,645	341	5,153	529
Winn	17.5	.0073	33.2	9.1	14.7	16.9	30.5	6.3	70,095	13,126	3,124	12,285	1,550	17,131	3,010
TOTAL METRO COUNTIES	**3,140.7**	**1.3040**	**29.3**	**12.9**	**18.5**	**18.1**	**21.4**	**1,120.0**	**18,367,227**	**4,159,258**	**1,990,927**	**2,354,344**	**1,040,947**	**3,094,973**	**673,574**
TOTAL STATE	**4,532.6**	**1.8820**	**29.5**	**12.8**	**17.3**	**17.8**	**22.6**	**1,586.7**	**23,774,409**	**5,596,185**	**2,366,970**	**2,924,223**	**1,245,447**	**4,255,790**	**897,278**

S&MM'S FOUR SURVEY ISSUES

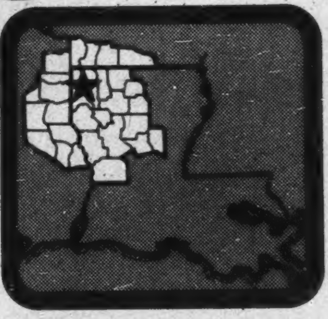
Each year *Sales and Marketing Management* publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographical markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

LA.
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ALEXANDRIA	**1,296,018**	**18,334**	**26.7**	**25.5**	**11.8**	**8.8**	**.0502**
Rapides	1,296,018	18,334	26.7	25.5	11.8	8.8	.0502
• Alexandria	495,485	16,325	27.2	22.2	10.4	8.9	.0251
SUBURBAN TOTAL	800,533	19,631	26.3	27.6	12.8	8.7	.0251
BATON ROUGE	**5,902,844**	**24,546**	**21.0**	**25.6**	**18.6**	**13.8**	**.2192**
Ascension	563,899	25,480	19.5	25.9	21.6	10.8	.0204
East Baton Rouge	4,445,744	24,283	21.3	25.0	18.0	14.6	.1701
• Baton Rouge	2,711,730	20,200	24.3	23.1	13.8	13.5	.1183
Livingston	691,162	25,375	20.1	29.0	19.6	11.5	.0221
West Baton Rouge	202,039	24,587	19.9	25.4	18.7	14.0	.0066
SUBURBAN TOTAL	3,191,114	28,563	17.9	27.8	23.2	14.1	.1009
HOUMA - THIBODAUX	**1,936,504**	**25,213**	**20.3**	**30.0**	**18.4**	**12.2**	**.0740**
Lafourche	890,568	24,833	20.7	29.7	17.9	12.3	.0320
• Thibodaux	163,734	20,191	25.9	25.3	13.2	11.8	.0080
Terrebonne	1,045,936	25,516	19.9	30.2	18.8	12.1	.0420
• Houma	372,843	23,401	21.0	27.6	16.2	12.6	.0200
SUBURBAN TOTAL	1,399,927	26,228	19.4	31.2	19.6	12.2	.0460
LAFAYETTE	**2,381,451**	**24,196**	**22.0**	**27.3**	**16.3**	**14.5**	**.0950**
Lafayette	2,006,509	25,212	22.0	26.7	16.8	16.1	.0819
• Lafayette	1,098,230	22,764	23.5	25.0	14.5	15.8	.0573
St. Martin	374,942	20,759	22.0	29.2	14.4	8.0	.0131
SUBURBAN TOTAL	1,283,221	25,228	20.7	29.2	17.8	13.4	.0377
LAKE CHARLES	**1,807,759**	**24,446**	**21.5**	**29.0**	**18.1**	**11.1**	**.0695**
Calcasieu	1,807,759	24,446	21.5	29.0	18.1	11.1	.0695
• Lake Charles	778,019	21,776	23.4	27.1	16.1	10.4	.0357
SUBURBAN TOTAL	1,029,740	26,567	19.9	30.7	19.7	11.7	.0338
MONROE	**1,292,668**	**18,184**	**24.0**	**24.7**	**13.3**	**8.4**	**.0522**
Ouachita	1,292,668	18,184	24.0	24.7	13.3	8.4	.0522
• Monroe	466,060	13,590	24.7	18.9	9.4	8.5	.0246
SUBURBAN TOTAL	826,608	21,195	23.6	28.4	15.8	8.3	.0276
NEW ORLEANS	**14,250,176**	**21,845**	**22.7**	**26.2**	**15.2**	**12.3**	**.5362**
Jefferson	5,646,159	26,494	21.4	31.3	18.9	13.4	.2187
Kenner	808,406	27,757	20.3	32.9	20.9	13.5	.0276
Orleans	5,406,237	15,985	25.3	21.1	10.2	10.1	.2114
• New Orleans	5,406,237	15,985	25.3	21.1	10.2	10.1	.2114
St. Bernard	665,074	24,699	23.6	33.6	18.6	8.4	.0240
St. Charles	434,891	27,548	16.7	28.8	22.2	13.4	.0133
St. John the Baptist	424,046	28,888	17.0	24.9	22.5	17.3	.0141
St. Tammany	1,673,769	27,675	18.9	26.2	18.9	18.1	.0547
• Slidell	434,513	33,698	13.4	26.9	24.7	22.7	.0175
SUBURBAN TOTAL	8,409,426	26,339	21.1	30.2	19.0	13.6	.3073
SHREVEPORT	**3,897,256**	**21,538**	**24.1**	**27.3**	**14.6**	**11.6**	**.1447**
Bossier	829,395	21,093	27.0	30.1	15.2	7.3	.0317
• Bossier City	517,670	21,026	29.0	31.0	15.1	6.5	.0221
Caddo	3,067,861	21,684	23.3	26.3	14.4	12.9	.1130
• Shreveport	2,445,043	21,201	23.6	25.9	13.9	12.9	.0939
SUBURBAN TOTAL	934,543	22,761	22.4	28.6	16.1	11.3	.0287
OTHER COUNTIES							
Acadia	527,771	19,012	23.8	25.1	13.1	9.7	.0193
Allen	155,260	15,425	22.4	25.3	10.9	4.5	.0062
Assumption	188,742	21,683	22.0	25.2	15.7	12.3	.0065
Avoyelles	285,601	13,032	27.8	19.9	7.0	4.6	.0114
Beauregard	266,666	17,642	24.5	25.3	11.9	7.6	.0104
Bienville	134,742	14,974	23.6	22.6	10.2	6.9	.0049
Caldwell	96,699	14,087	25.4	20.2	9.8	6.1	.0032
Cameron	103,782	23,873	23.2	24.4	18.1	13.6	.0033
Catahoula	88,403	12,630	26.4	18.1	7.5	6.0	.0032
Claiborne	159,352	17,301	23.1	23.0	12.1	10.3	.0055
Concordia	183,435	15,622	22.9	22.0	12.6	6.8	.0071
De Soto	211,754	14,996	25.0	21.7	10.2	6.5	.0082
East Carroll	61,438	9,292	23.9	12.7	6.1	4.8	.0027
East Feliciana	160,036	21,121	22.4	27.4	14.1	11.0	.0052
Evangeline	256,200	14,193	23.5	22.5	9.2	6.1	.0102
Franklin	148,802	11,781	26.9	18.2	6.5	4.1	.0074
Grant	143,712	16,000	24.3	23.0	11.6	7.0	.0045
Iberia	702,694	25,060	20.0	28.7	18.3	13.3	.0265

ARK-LA-TEX



NEWSPAPER PRODUCTION CO.

AGENT FOR

The Times Shreveport Journal

SHREVEPORT

LEADING CITY IN THE ARK-LA-TEX

In the SHREVEPORT MARKET ... you get quality coverage from The Times and Shreveport Journal. You're getting coverage and readership of this quality newspaper audience which makes up the Ark-La-Tex area. The Times-Journal reaches **37%** of the households in this 23-county area in North Louisiana, East Texas and South Arkansas. **67%** coverage in the **METRO** area.
As the big second market in Louisiana, **SHREVEPORT** is the dominating city for **1,027,200** people in **367,600** households with effective buying income of **$10.7** billion and producing retail sales of **$5.1** billion. Be sure that the **TIMES-JOURNAL** are included in your next advertising schedule — the dominant medium in the market.

CIRCULATION:

M & E 100,798 MORNING 76,510
SUNDAY 109,625 EVENING 24,288

ABC PUB. STATEMENT DEC. 29, 1985
REPRESENTED BY GANNETT MEDIA SALES

S&MM Survey of Buying Power, July, 1986

BATON ROUGE:
The Importance of Being Number 2

Louisiana Metro Rankings For Baton Rouge*
2. Population 554,100
2. Households. 191,500
2. EBI. . . . . $5.9 billion
2. Retail Sales . . . . . .$3.16 billion
All figures 1986 S&MM Survey of Buying Power

WE'RE LOUISIANA'S QUALITY NUMBER 2 MEDIA BUY!

After you get past the first buy in Louisiana, where do you go?
It's easy. Baton Rouge. We're number two in all the top metro categories.
Get quality coverage of this top 100 market with the State-Times & Morning Advocate newspapers.
We're represented by Branham Newspaper Sales.

BATON ROUGE: THE *SURPRISING* SUNBELT MARKET!

STATE TIMES
MORNING ADVOCATE
Box 588 • Baton Rouge, LA 70821
(504) [illegible]

LA. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Iberville	298,428	20,754	21.2	21.7	16.2	13.4	.0112
Jackson	144,966	15,655	24.8	22.6	12.8	4.8	.0050
Jefferson Davis	267,019	18,869	22.4	27.5	13.0	7.1	.0109
La Salle	169,540	18,626	23.5	23.4	14.6	9.1	.0056
Lincoln	377,656	18,179	24.4	22.8	13.0	10.5	.0141
Madison	84,855	8,893	26.3	13.8	2.4	3.7	.0034
Morehouse	228,174	11,503	22.9	19.2	8.1	4.6	.0099
Natchitoches	289,666	13,945	25.7	21.9	7.7	6.2	.0120
Plaquemines	235,482	23,993	21.5	28.5	16.7	12.1	.0086
Pointe Coupee	218,502	18,394	20.8	21.6	15.0	10.4	.0079
Red River	82,583	15,630	24.2	21.1	10.7	7.9	.0031
Richland	129,216	10,594	23.0	19.0	6.3	3.6	.0068
Sabine	239,969	16,830	26.2	24.1	10.4	7.5	.0087
St. Helena	80,471	16,733	27.4	19.7	10.1	11.5	.0024
St. James	218,876	27,811	17.9	20.3	20.7	19.1	.0071
St. Landry	649,785	15,481	23.7	23.7	10.5	6.3	.0273
St. Mary	638,933	24,755	21.2	29.0	16.8	13.1	.0255
Tangipahoa	795,694	17,379	25.7	22.1	13.1	9.2	.0329
Tensas	45,667	9,198	24.9	13.0	4.8	4.7	.0020
Union	189,450	16,686	24.6	25.8	10.5	6.8	.0065
Vermilion	494,127	19,700	23.9	24.2	13.7	11.4	.0179
Vernon	455,934	15,645	35.8	23.8	8.8	5.0	.0170
Washington	357,463	15,378	25.5	22.4	10.5	6.7	.0134
Webster	438,874	19,318	22.5	24.7	13.9	10.1	.0167
West Carroll	77,035	10,370	23.7	15.8	6.6	5.1	.0035
West Feliciana	101,134	21,024	18.8	19.9	13.7	18.3	.0034
Winn	121,603	13,551	25.5	21.0	8.3	5.3	.0050
TOTAL METRO COUNTIES	32,764,676	22,359	22.6	26.5	15.9	12.2	1.3410
TOTAL STATE	44,870,867	20,668	23.1	25.5	14.7	11.1	1.6745

CHANGE IN INCOME CALCULATIONS!

Due in part to the recent publication of new income-related data from the Bureau of the Census, Bill Communications' Market Statistics Division has undertaken a major recalculation of Effective Buying Income (EBI) statistics. The latest *Current Population Survey (CPS)* from the Bureau has revealed problems in the methodology used in 1983 to convert Total Aggregate Income (TAI) to EBI. The original calculations, when compared to Bureau of Economic Analysis data for the same year, necessitated an upward shift in the distribution of income values relegated to household groups, which in turn resulted in an overestimation of median household EBI figures in the 1983, 1984, and 1985 issues of the *Survey*. The new *CPS* data received this year made it clear that this overestimation, if allowed to compound itself until the release of new income data, would result in household income totals that were artificially inflated well beyond the actual rates of increase for individual metros and counties. This adjustment results in median household EBI figures in this year's *Survey* that average 12% *below* last year's figures, and users of *Survey* data should take this into account when making comparisons of data between the 1985 and 1986 issues. S&MM and Market Statistics regret any problems this reajustment may cause for our readers, but we feel that this recalculation is absolutely essential to insure the continuing accuracy of *Survey of Buying Power* data. A more detailed explanation of this and other changes in this year's *Survey* can be found on page A-8.

MAINE

MAINE
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BANGOR	138.9	.0577	30.4	15.0	17.2	18.1	24.0	48.3	892,530	195,341	69,458	106,150	25,320	214,430	27,093
Penobscot	138.9	.0577	30.4	13.0	17.2	18.1	24.0	48.3	892,530	195,341	69,458	106,150	25,320	214,430	27,093
• Bangor	30.8	.0128	31.6	15.7	18.7	16.1	27.5	11.8	469,983	74,123	43,291	83,036	14,308	136,801	11,202
SUBURBAN TOTAL	108.1	.0449	30.0	14.8	16.6	18.7	23.0	36.5	422,547	121,218	26,167	23,114	11,012	87,929	15,891
LEWISTON - AUBURN	100.9	.0419	32.1	11.6	16.1	17.7	27.7	37.1	576,562	154,550	40,786	65,788	13,426	135,640	15,174
Androscoggin	100.9	.0419	32.1	11.6	16.1	17.7	27.7	37.1	576,562	154,550	40,786	65,788	13,426	135,640	15,174
• Auburn	23.1	.0096	33.7	10.6	15.5	18.2	29.5	8.8	233,393	47,113	11,122	23,197	3,251	96,269	5,395
• Lewiston	39.6	.0164	34.0	13.5	14.2	16.6	32.0	15.2	244,738	73,804	23,009	40,824	9,016	22,976	6,315
SUBURBAN TOTAL	38.2	.0159	29.8	10.1	18.7	18.6	21.8	13.1	98,431	33,633	6,655	1,767	1,159	16,395	3,464
PORTLAND	226.8	.0942	32.7	11.7	17.9	18.3	27.6	86.4	2,164,960	453,332	193,857	217,847	58,257	394,235	57,711
Cumberland	226.8	.0942	32.7	11.7	17.9	18.3	27.6	86.4	2,164,960	453,332	193,857	217,847	58,257	394,235	57,711
• Portland	62.6	.0260	33.3	13.3	18.7	15.1	31.8	27.0	637,389	155,033	80,854	30,807	22,899	137,283	21,772
SUBURBAN TOTAL	164.2	.0682	32.4	11.1	17.5	19.5	26.0	59.4	1,527,571	298,319	113,003	187,040	35,358	256,952	35,939
OTHER COUNTIES															
Aroostook	87.2	.0362	30.1	12.3	16.6	18.0	23.9	29.5	407,278	103,722	23,752	46,773	10,177	86,017	15,326
Franklin	29.4	.0122	31.6	12.4	15.8	18.7	26.0	10.8	117,992	23,707	12,278	6,817	4,323	26,299	4,079
Hancock	44.8	.0186	34.4	10.0	16.8	18.1	30.9	17.3	278,462	74,665	28,591	22,988	7,293	51,624	8,597
Kennebec	115.5	.0479	32.4	11.1	16.7	18.6	27.1	42.4	746,684	157,671	61,277	85,920	24,715	187,267	18,456
Knox	34.4	.0143	35.3	8.7	16.8	17.8	32.6	13.4	201,440	40,383	17,724	14,111	7,321	41,908	8,233
Lincoln	28.4	.0118	35.1	8.0	16.5	18.6	31.6	10.7	152,189	31,142	13,613	2,769	4,138	26,989	4,270
Oxford	50.5	.0210	34.1	9.1	15.6	18.4	30.2	18.8	228,975	58,573	13,498	13,366	3,495	36,421	9,074
Piscataquis	18.1	.0075	33.9	9.4	15.3	18.2	30.1	6.6	88,741	24,795	3,825	3,735	1,695	17,830	3,008
Sagadahoc	32.0	.0133	31.4	10.4	18.5	19.0	24.4	11.6	138,422	40,874	11,673	3,286	2,095	40,194	4,819
Somerset	46.6	.0193	32.6	9.0	16.1	18.8	27.4	16.4	220,708	68,061	16,246	11,830	9,951	39,957	9,180
Waldo	30.4	.0126	31.9	9.7	17.7	18.3	26.1	11.0	82,919	23,653	9,429	5,196	2,679	13,780	2,679
Washington	35.6	.0148	33.6	10.0	15.4	17.5	30.4	13.1	123,315	32,705	11,039	7,025	4,421	15,361	5,079
York	155.9	.0648	32.5	10.1	17.7	18.0	27.7	57.8	747,817	179,120	90,858	34,861	23,091	146,029	23,149
TOTAL METRO COUNTIES	466.6	.1938	31.9	12.7	17.3	18.1	26.5	171.8	3,634,052	803,243	304,101	389,785	97,003	744,305	99,978
TOTAL STATE	1,175.4	.4881	32.3	11.2	17.8	18.2	27.3	431.2	7,168,994	1,684,314	619,986	653,462	204,287	1,493,981	215,927

MAINE
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BANGOR	1,345,642	21,138	26.9	30.0	14.6	8.1	.0548
Penobscot	1,345,642	21,138	26.9	30.0	14.6	8.1	.0548
• Bangor	324,335	18,951	29.5	26.7	11.4	9.2	.0185
SUBURBAN TOTAL	1,021,307	21,896	26.1	31.1	15.6	7.8	.0363
LEWISTON - AUBURN	966,877	19,831	29.2	30.2	12.4	6.9	.0381
Androscoggin	966,877	19,831	29.2	30.2	12.4	6.9	.0381
• Auburn	231,097	19,506	28.5	28.0	12.6	8.1	.0111
• Lewiston	381,338	18,195	30.6	27.7	11.1	6.6	.0154
SUBURBAN TOTAL	354,442	21,722	28.1	34.8	13.7	6.4	.0116
PORTLAND	2,658,783	23,098	25.1	30.0	15.9	11.4	.1129
Cumberland	2,658,783	23,098	25.1	30.0	15.9	11.4	.1129
• Portland	711,396	18,643	28.5	26.2	12.3	8.4	.0316
SUBURBAN TOTAL	1,947,387	25,185	23.6	31.6	17.5	12.8	.0813
OTHER COUNTIES							
Aroostook	744,913	18,753	31.3	29.6	10.5	6.3	.0293

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Franklin	298,407	20,725	28.6	29.3	14.0	8.6	.0103
Hancock	448,708	19,471	29.9	29.6	11.4	7.6	.0176
Kennebec	1,195,630	21,733	26.9	31.2	14.8	8.5	.0471
Knox	303,259	16,238	34.5	25.4	8.5	4.9	.0136
Lincoln	294,410	20,906	27.0	30.0	13.5	8.9	.0108
Oxford	486,128	19,561	30.5	29.8	12.1	6.9	.0178
Piscataquis	154,388	18,412	33.4	30.8	11.4	3.3	.0062
Sagadahoc	317,306	21,268	28.3	31.8	14.7	7.0	.0113
Somerset	368,243	16,830	32.3	28.6	8.7	3.9	.0151
Waldo	251,042	17,567	33.4	29.0	9.0	4.3	.0086
Washington	279,787	15,297	32.1	24.6	8.6	4.2	.0107
York	1,664,465	22,640	25.9	33.0	16.0	7.9	.0587
TOTAL METRO COUNTIES	4,971,302	21,775	26.5	30.0	14.8	9.5	.2058
TOTAL STATE	11,777,986	20,600	28.2	30.1	13.5	7.9	.4621

#1

Largest Daily Newspaper in Northern New England

72% HH Coverage of Home County
50% HH Coverage of 8 Counties

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Bangor Daily News
The Maine Choice.

Source: Audit Bureau of Circulations, Sept. 1985

TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

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MARYLAND

MD. S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1985 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BALTIMORE	**2,291.9**	**.9519**	**32.3**	**11.8**	**18.2**	**19.9**	**25.2**	**827.9**	**13,681,848**	**2,462,523**	**1,341,319**	**1,597,911**	**661,089**	**3,132,480**	**469,890**
Anne Arundel	412.2	.1712	30.8	12.8	19.3	22.0	20.0	138.4	2,476,280	437,032	221,036	298,035	113,539	714,954	57,214
• Annapolis	33.6	.0140	32.0	12.8	20.2	17.9	26.0	13.5	480,322	43,829	45,900	34,320	21,260	189,213	13,619
Baltimore	669.7	.2781	33.8	11.8	18.1	20.0	27.9	255.3	5,402,509	1,032,716	413,222	879,620	279,293	1,243,528	169,671
Baltimore city	760.6	.3159	32.4	12.4	17.2	16.7	28.9	281.7	3,617,129	712,155	525,565	225,998	174,595	589,932	198,067
• Baltimore	760.6	.3159	32.4	12.4	17.2	16.7	28.9	281.7	3,617,129	712,155	525,565	225,998	174,595	589,932	198,067
Carroll	112.7	.0468	32.1	10.0	18.3	22.4	22.4	37.1	491,584	118,534	36,686	25,785	12,961	164,448	18,493
Harford	160.3	.0666	30.6	10.9	18.4	22.8	19.1	53.2	874,489	181,748	72,181	82,116	35,220	234,061	29,804
Howard	146.7	.0609	31.2	8.9	21.3	23.7	16.2	51.9	724,077	137,304	60,890	84,641	43,080	145,680	13,998
Queen Anne's	29.7	.0124	34.1	9.7	16.6	19.6	29.0	10.3	105,810	33,054	11,609	1,716	3,381	19,904	2,643
SUBURBAN TOTAL	1,497.7	.6220	32.3	11.5	18.7	21.6	23.3	532.7	9,584,397	1,896,539	769,854	1,337,593	456,134	2,353,308	278,204
CUMBERLAND	**105.8**	**.0438**	**35.5**	**10.7**	**14.3**	**18.6**	**32.2**	**39.6**	**328,622**	**109,880**	**44,681**	**98,269**	**34,101**	**94,119**	**24,339**
Allegany	78.0	.0323	36.7	11.1	13.7	18.3	34.0	29.4	469,130	96,084	39,040	92,238	21,703	80,365	21,560
• Cumberland	24.3	.0101	40.9	8.9	13.4	16.1	40.5	10.2	207,498	47,314	11,085	28,265	10,647	41,460	8,871
Mineral, W. Va.	*37.8*	*.0115*	*32.8*	*9.9*	*16.1*	*19.0*	*27.4*	*10.2*	*59,502*	*13,796*	*5,641*	*6,031*	*2,398*	*13,834*	*2,779*
SUBURBAN TOTAL	81.5	.0337	34.3	11.3	14.7	19.2	29.7	29.4	331,134	62,536	33,396	70,004	13,454	52,609	15,468
HAGERSTOWN	**114.1**	**.0474**	**33.4**	**12.0**	**16.9**	**19.2**	**28.1**	**40.5**	**688,836**	**117,310**	**39,018**	**83,708**	**31,613**	**137,212**	**26,803**
Washington	114.1	.0474	33.4	12.0	16.9	19.2	28.1	40.5	688,836	117,310	39,018	83,708	31,613	137,212	26,803
• Hagerstown	32.8	.0136	34.8	12.0	16.4	16.1	33.5	13.5	354,058	56,916	21,965	34,011	14,497	86,259	16,008
SUBURBAN TOTAL	81.3	.0338	32.8	12.0	17.3	20.4	25.8	27.0	334,798	60,394	17,053	49,697	17,116	50,953	10,795
OTHER COUNTIES															
☐ Calvert	42.6	.0177	30.6	9.0	18.7	20.6	21.2	13.8	106,587	33,630	14,338	6,701	1,997	15,530	4,253
Caroline	24.7	.0102	33.9	9.7	13.7	18.5	29.8	8.9	59,995	22,649	3,068	2,081	2,108	12,675	3,290
☐ Cecil	66.3	.0275	31.6	10.1	16.9	20.3	23.6	22.4	309,868	55,527	28,057	15,185	6,711	75,419	7,613
☐ Charles	86.5	.0360	28.7	10.2	18.4	23.0	15.5	26.4	300,406	81,838	23,747	11,086	9,960	62,696	39,760
Dorchester	30.7	.0127	36.4	9.8	14.9	18.1	33.6	11.3	178,508	34,606	8,360	3,905	4,653	26,996	7,376
☐ Frederick	131.8	.0547	31.0	10.9	19.1	20.8	21.7	46.1	740,264	142,271	64,335	97,088	38,876	173,170	16,348
• Frederick	33.2	.0138	31.9	13.4	20.3	15.6	28.1	12.9	514,687	129,697	40,932	79,837	30,056	115,194	11,871
Garrett	28.8	.0120	31.9	10.4	15.9	18.7	26.3	9.8	134,641	23,041	7,551	12,431	4,329	47,917	6,493
Kent	17.0	.0070	35.3	13.6	14.4	17.8	32.6	6.5	89,320	28,609	10,403	6,713	1,363	17,676	2,606
☐ Montgomery	630.0	.2616	33.6	9.8	18.6	23.0	24.4	235.3	5,529,957	999,070	410,344	715,919	408,365	1,442,107	172,142
Rockville	46.3	.0192	31.6	10.7	18.9	23.6	19.9	15.9	689,912	124,943	58,704	42,396	77,636	202,441	14,282
☐ Prince George's	677.0	.2811	29.4	13.9	20.7	21.5	17.0	237.8	5,175,984	1,051,082	428,320	669,073	274,094	1,300,156	167,971
St. Mary's	66.4	.0275	28.0	13.8	18.9	18.9	17.8	21.8	224,039	59,422	24,186	10,068	11,533	49,290	8,899
Somerset	19.3	.0080	34.8	12.2	14.0	16.7	33.0	6.7	59,770	26,080	4,060	2,294	1,657	7,080	3,813
Talbot	27.1	.0113	38.3	9.3	15.0	18.0	36.3	11.0	230,843	46,956	23,073	4,420	11,016	86,967	9,365
Wicomico	69.3	.0287	30.0	12.3	16.8	19.1	27.4	25.3	545,261	84,521	43,179	85,099	30,842	143,913	12,733
Worcester	34.9	.0145	35.0	10.5	16.0	18.5	31.6	13.6	338,095	69,650	80,675	14,580	14,420	64,084	12,923
TOTAL METRO COUNTIES	**4,118.2**	**1.7102**	**31.9**	**11.7**	**18.7**	**20.7**	**22.5**	**1,477.6**	**27,082,900**	**5,249,305**	**2,385,888**	**3,288,819**	**1,436,308**	**6,418,995**	**946,542**
TOTAL STATE	**4,436.4**	**1.8421**	**32.0**	**11.7**	**18.5**	**20.5**	**22.9**	**1,592.5**	**28,862,393**	**5,647,404**	**2,590,343**	**3,433,132**	**1,517,404**	**6,848,530**	**1,014,130**

MD.
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BALTIMORE	27,124,595	26,901	20.4	28.1	19.2	16.0	.9691
Anne Arundel	5,210,284	31,872	17.0	29.9	23.1	20.5	.1805
• Annapolis	434,363	24,800	21.9	28.8	16.0	16.3	.0209
Baltimore	9,154,659	29,969	19.0	30.6	21.5	18.3	.3354
Baltimore city	7,015,461	18,393	25.3	25.0	12.6	8.8	.2662
• Baltimore	7,015,461	18,393	25.3	25.0	12.6	8.8	.2662
Carroll	1,367,280	29,434	18.9	31.3	24.1	14.3	.0426
Harford	1,929,784	31,173	18.2	28.7	23.8	18.8	.0666
Howard	2,264,086	39,317	13.0	23.5	25.5	31.7	.0679
Queen Anne's	283,041	22,311	23.6	30.7	15.1	9.3	.0099
SUBURBAN TOTAL	19,674,771	31,249	17.8	29.8	22.7	19.8	.6820
CUMBERLAND	988,106	19,612	27.1	29.1	13.0	7.0	.0378
Allegany	764,737	20,537	26.2	29.1	14.1	8.0	.0302
• Cumberland	345,524	17,919	27.0	25.7	12.1	7.4	.0109
Mineral, W. Va.	*223,369*	*17,579*	*29.4*	*28.9*	*9.9*	*4.0*	*.0076*
SUBURBAN TOTAL	742,582	20,154	27.1	30.2	13.3	6.8	.0269
HAGERSTOWN	1,156,175	23,124	23.7	30.3	17.0	10.0	.0448
Washington	1,156,175	23,124	23.7	30.3	17.0	10.0	.0448
• Hagerstown	311,189	17,897	28.8	26.9	11.7	5.7	.0159
SUBURBAN TOTAL	844,986	26,122	21.2	31.9	19.7	12.1	.0289
OTHER COUNTIES							
☐ Calvert	443,760	28,416	19.0	30.3	21.1	15.2	.0136
Caroline	193,291	17,512	29.0	28.4	10.7	4.1	.0068
☐ Cecil	711,006	26,549	21.4	31.8	19.4	13.1	.0249
☐ Charles	926,402	31,825	15.9	28.9	26.0	17.5	.0301
Dorchester	275,980	18,813	29.1	28.5	11.1	7.3	.0113
☐ Frederick	1,495,971	29,004	20.0	29.9	21.7	16.1	.0537
• Frederick	387,477	24,502	23.3	30.3	18.7	11.1	.0208
Garrett	271,407	21,800	26.4	30.0	15.1	9.1	.0101
Kent	164,788	18,924	29.5	26.0	12.5	8.6	.0063
☐ Montgomery	11,671,768	41,853	12.5	22.0	19.5	39.4	.3796
Rockville	741,353	40,846	11.7	21.8	21.7	36.4	.0319
☐ Prince George's	9,587,074	34,077	16.0	27.9	21.7	26.6	.3386
St. Mary's	738,828	28,311	20.9	28.4	20.8	16.9	.0235
Somerset	161,796	18,282	30.0	27.3	10.6	7.7	.0058
Talbot	360,532	24,247	23.8	27.9	15.4	16.4	.0137
Wicomico	667,586	20,786	26.8	29.3	14.7	8.0	.0295
Worcester	324,657	18,143	30.7	27.4	10.8	6.9	.0160
TOTAL METRO COUNTIES	53,881,488	29,796	18.5	27.3	19.7	21.1	1.8846
TOTAL STATE	57,040,373	29,105	19.2	27.3	19.3	20.3	2.0076

IF YOU THINK BALTIMORE IS JUST A HASH SLINGING, TRUCK DRIVING, ARCHIE BUNKER KIND OF TOWN, YOU'RE MISSING A MARKET THAT EATS GOURMET, DRIVES TURBO AND TRAVELS FOUR STAR.

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TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

MASSACHUSETTS

MASS. S&MM ESTIMATES — POPULATION—12/31/85 — RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON	**3,703.1**	**1.5377**	**32.8**	**12.5**	**18.0**	**18.6**	**27.4**	**1,373.2**	**27,703,685**	**4,982,964**	**3,412,475**	**3,043,356**	**1,283,828**	**5,453,794**	**919,625**
Essex	649.1	.2696	34.1	10.6	16.6	18.6	29.9	244.9	5,107,522	867,523	598,729	597,973	171,832	1,254,545	140,427
• Gloucester	28.3	.0118	34.3	10.2	18.0	17.6	31.1	11.3	196,449	42,932	27,549	4,040	5,715	49,374	9,071
• Haverhill	47.9	.0199	33.5	11.1	16.4	16.2	31.3	18.4	341,716	64,262	32,733	17,155	19,045	97,528	9,985
• Lawrence	65.1	.0270	32.0	11.6	16.4	14.0	31.1	25.6	356,797	36,570	29,151	15,980	14,867	122,668	14,495
• Lynn	80.0	.0332	34.6	10.8	16.1	16.3	33.0	32.4	602,271	89,378	42,476	6,215	20,094	307,763	18,297
Peabody	46.3	.0192	34.7	10.4	15.7	21.0	28.6	16.7	466,865	60,150	33,976	145,956	14,282	48,273	9,027
• Salem	38.7	.0161	33.9	14.0	17.8	15.7	32.4	16.0	400,680	87,122	39,929	35,481	17,461	62,773	8,270
Middlesex	1,365.2	.5669	32.7	12.6	18.4	19.1	26.8	498.1	10,019,043	1,829,808	1,095,062	1,158,963	507,775	2,066,167	347,170
Arlington	45.2	.0188	36.2	10.3	19.5	17.4	34.0	18.2	229,156	38,078	16,789	846	8,522	100,281	9,609
• Cambridge	91.9	.0382	30.4	21.1	27.1	14.8	22.6	39.1	892,082	163,215	146,614	161,673	61,944	75,843	33,664
• Framingham	64.6	.0268	33.0	13.0	18.6	20.0	26.3	24.8	739,824	83,856	92,599	123,573	45,307	188,850	19,335
• Lowell	93.2	.0387	30.9	14.8	16.1	15.0	28.4	34.5	567,008	86,774	49,767	77,078	23,591	180,242	23,742
Malden	53.4	.0222	34.4	11.3	18.3	16.3	32.7	21.7	291,036	85,010	27,717	13,436	9,995	74,792	7,522
Medford	57.0	.0237	34.6	13.8	15.9	16.7	32.7	20.7	413,725	77,804	26,390	32,153	10,203	88,512	21,101
Newton	81.9	.0340	34.9	12.7	17.9	19.2	30.7	29.0	860,137	124,035	94,092	106,001	108,957	135,245	26,059

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- The DAILY TRANSCRIPT (Dedham, MA)
- The MIDDLESEX NEWS (Framingham, MA)
- The GLOUCESTER (MA) TIMES
- The HAVERHILL (MA) GAZETTE
- KEENE (NH) SENTINEL
- LAWRENCE (MA) EAGLE-TRIBUNE
- The LOWELL (MA) SUN
- DAILY EVENING ITEM (Lynn, MA)
- MALDEN (MA) NEWS
- MEDFORD (MA) MERCURY
- MELROSE (MA) NEWS
- MILFORD (MA) DAILY NEWS
- NASHUA (NH) TELEGRAPH
- The DAILY NEWS (Newburyport, MA)
- The PATRIOT LEDGER (Quincy, MA)
- The SALEM (MA) EVENING NEWS
- The NEWS TRIBUNE (Waltham, MA)

TURN TO
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(SEE PAGE B-26)

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The Patriot Ledger

Source: ABC Publisher's Statement 3/31/86. NENA Linage Report 12/31/85

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TURN TO
LANDON
FOR RESULTS
(SEE PAGE 3-26)

MASS. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Somerville	75.4	.0313	32.1	15.8	20.6	15.5	28.5	30.3	395,045	82,577	41,574	42,676	5,439	55,137	14,104
• Waltham	57.4	.0238	32.2	18.0	18.7	14.6	28.1	21.3	493,446	93,408	72,854	33,522	45,987	58,865	26,925
Norfolk	610.9	.2536	34.2	11.3	16.9	19.6	29.0	221.1	5,231,170	955,504	493,351	517,515	229,774	1,103,275	180,643
Brookline	53.7	.0223	34.7	13.0	23.6	16.8	32.5	24.5	340,212	94,313	54,301	6,536	21,792	60,578	13,716
Quincy	84.2	.0350	36.1	12.2	17.2	16.6	34.8	35.2	687,357	161,770	67,368	31,177	24,494	108,123	41,193
Weymouth	54.8	.0228	33.1	12.0	17.1	18.5	28.4	20.3	384,482	101,007	29,106	19,874	13,955	66,230	15,037
Plymouth	437.8	.1818	31.5	9.8	17.5	19.9	24.0	149.7	2,613,110	497,750	273,384	239,225	89,047	619,441	77,808
• Brockton	98.1	.0407	31.4	11.3	17.0	17.8	26.1	35.4	810,203	156,296	81,227	104,205	23,992	151,021	25,749
Suffolk	640.1	.2658	31.5	17.0	19.7	15.8	27.4	259.4	4,732,840	832,379	951,949	529,680	205,400	410,366	173,577

How do you reach a market with more spending money than New York, Philadelphia, and San Diego?

Answer below.

Only the Worcester Telegram and Gazette deliver Worcester County, Massachusetts, the prosperous market whose Median Household EBI is greater than New York's, San Diego's and Philadelphia's. For more facts on the Worcester Market, call Ad Director Bob Ballantine at (617) 793-9295 and ask for a copy of the new "Worcester Facts" market kit.

Source: Sales & Marketing Management's 1985 Survey of Buying Power. Call CWO & O for details.

Worcester
TELEGRAM & GAZETTE

MASS. (cont.)
ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
• Boston	554.6	.2303	31.0	17.9	20.2	15.6	26.4	225.2	4,183,415	723,931	893,885	482,123	180,080	340,533	145,557
Revere	42.0	.0174	36.5	11.9	14.6	17.9	34.0	16.9	294,552	71,048	37,287	21,349	13,485	35,236	15,471
SUBURBAN TOTAL	2,483.3	1.0312	33.5	10.9	17.3	19.9	27.4	889.2	18,119,794	3,355,220	1,906,691	1,982,311	745,745	3,818,334	384,535
NEW BEDFORD - FALL RIVER - ATTLEBORO	**492.9**	**.2046**	**33.5**	**10.6**	**16.0**	**18.8**	**29.6**	**179.5**	**3,399,546**	**912,364**	**281,003**	**342,014**	**119,202**	**674,769**	**92,906**
Bristol	492.9	.2046	33.5	10.6	16.0	18.8	29.6	179.5	3,399,546	912,364	281,003	342,014	119,202	674,769	92,906
• Attleboro	34.8	.0144	32.5	10.9	16.8	18.7	27.1	12.5	375,333	48,949	25,960	46,357	7,083	60,342	6,832
• Fall River	93.4	.0388	35.1	10.5	14.5	15.5	34.6	36.3	538,035	145,421	43,969	42,911	34,475	108,918	20,222
• New Bedford	98.9	.0411	35.0	11.0	14.7	15.7	34.3	38.8	563,896	140,437	52,998	35,996	27,599	98,690	22,258
Taunton	46.8	.0194	33.1	11.2	16.8	17.6	29.2	17.0	236,060	71,055	15,705	24,686	10,615	40,032	8,319
SUBURBAN TOTAL	265.8	.1103	32.7	10.5	16.9	19.7	28.4	91.9	1,922,282	377,557	138,076	216,730	50,045	406,819	43,394
PITTSFIELD	**143.1**	**.0594**	**34.6**	**11.6**	**15.4**	**17.7**	**31.8**	**54.7**	**1,033,858**	**243,157**	**100,981**	**98,841**	**27,569**	**191,258**	**32,085**
Berkshire	143.1	.0594	34.6	11.6	15.4	17.7	31.8	54.7	1,033,858	243,157	100,981	98,841	27,569	191,258	32,085
• Pittsfield	50.5	.0210	34.8	10.8	15.7	17.4	32.1	19.9	467,754	100,797	36,429	67,025	16,930	102,036	15,176
SUBURBAN TOTAL	92.6	.0384	34.6	12.4	15.3	17.8	31.6	34.8	566,154	142,360	64,552	31,816	10,639	89,222	16,909
SPRINGFIELD	**586.1**	**.2434**	**32.2**	**14.3**	**16.5**	**17.0**	**28.4**	**213.3**	**3,785,230**	**816,653**	**395,988**	**483,121**	**141,415**	**684,900**	**126,836**
Hampden	441.1	.1832	33.5	11.5	16.1	17.5	30.0	164.7	3,178,288	654,082	313,856	446,448	125,138	592,926	105,377
Chicopee	56.4	.0234	35.0	11.4	15.6	16.8	33.2	21.9	356,473	87,512	40,613	40,542	8,800	77,119	11,527
• Holyoke	42.8	.0178	34.8	10.8	14.0	15.0	34.7	16.7	411,962	56,902	29,860	118,906	21,084	51,188	12,836
• Springfield	149.7	.0622	32.1	12.9	16.4	15.1	30.2	56.9	1,271,294	252,170	127,699	183,607	53,225	247,095	37,094
• Westfield	36.8	.0153	31.8	14.3	16.5	17.7	27.1	13.1	271,694	71,941	26,069	41,513	4,820	55,281	10,757
Hampshire	145.0	.0602	29.0	22.8	18.2	13.7	23.4	48.6	606,942	163,571	82,132	36,673	16,277	91,974	21,459
• Northampton	29.9	.0124	31.9	18.0	19.8	15.1	28.8	10.9	212,929	47,376	27,934	13,164	5,254	50,015	7,906
SUBURBAN TOTAL	326.9	.1357	32.1	15.1	16.6	18.3	26.9	113.7	1,617,351	388,264	184,436	125,932	57,032	281,321	38,243
WORCESTER - FITCHBURG - LEOMINSTER	**662.9**	**.2752**	**32.9**	**11.9**	**16.5**	**17.7**	**28.8**	**341.8**	**3,905,423**	**755,828**	**399,326**	**512,794**	**135,334**	**771,669**	**147,949**
Worcester	662.9	.2752	32.9	11.9	16.5	17.7	28.8	341.8	3,905,423	755,828	399,326	512,794	135,334	771,669	147,949
• Fitchburg	40.2	.0167	32.5	15.5	14.8	14.9	31.5	15.2	257,663	41,986	21,948	60,283	7,335	56,298	11,044
• Leominster	35.1	.0146	32.7	11.7	16.6	18.2	28.0	13.4	239,122	36,118	24,134	47,348	12,440	32,926	8,032
• Worcester	161.6	.0671	33.6	15.3	14.9	14.7	33.2	61.4	1,177,345	200,440	121,959	121,918	48,634	312,730	41,577
SUBURBAN TOTAL	426.0	.1768	32.7	10.3	17.1	19.1	27.8	151.8	2,231,293	477,284	231,285	283,245	66,925	369,805	87,296
OTHER COUNTIES															
Barnstable	174.6	.0725	39.2	8.3	15.4	16.2	38.8	71.5	1,710,724	332,066	242,553	143,958	63,174	285,012	53,832
Dukes	10.6	.0044	35.9	7.7	20.6	16.6	34.6	4.8	126,080	36,561	19,493	860	1,975	16,506	3,123
Franklin	68.3	.0283	33.2	10.7	19.0	17.1	29.4	26.8	367,457	91,577	43,606	22,295	8,357	86,872	9,683
Nantucket	5.8	.0024	36.5	8.6	20.2	17.5	34.4	2.5	106,793	22,904	20,044	1,315	2,497	4,177	4,452
TOTAL METRO COUNTIES	**5,368.1**	**2.2280**	**32.9**	**12.4**	**17.3**	**18.3**	**28.0**	**2,062.5**	**39,837,742**	**7,710,966**	**4,080,773**	**4,480,126**	**1,627,348**	**7,776,390**	**1,319,401**
TOTAL STATE	**5,847.4**	**2.4279**	**33.0**	**12.3**	**17.4**	**18.2**	**28.4**	**2,168.1**	**42,138,986**	**8,194,074**	**4,915,469**	**4,648,554**	**1,780,381**	**8,148,957**	**1,390,491**

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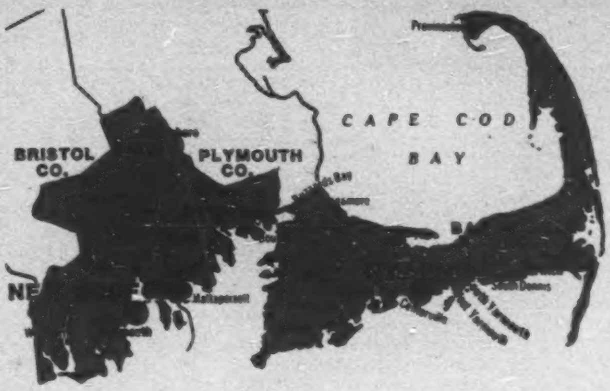
Springfield Newspapers
Morning Union • Evening Daily News • Sunday Republican

Represented nationally by Newhouse Newspapers
Source: Belden Continuing Market Study, 1984



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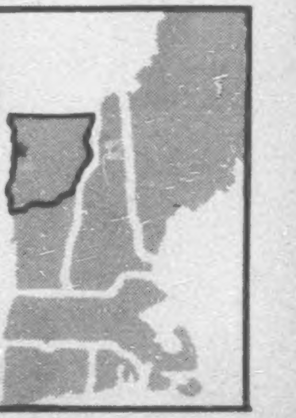
New Bedford STANDARD TIMES · Cape Cod TIMES

MASS.

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON	**53,598,409**	**29,621**	**18.4**	**25.6**	**18.9**	**22.2**	**1.8604**
Essex	9,021,472	28,333	19.0	25.9	18.7	20.0	.3249
• Gloucester	383,556	24,191	23.2	27.0	15.5	15.8	.0134
• Haverhill	585,267	24,148	22.9	26.9	17.7	13.7	.0218
• Lawrence	681,139	19,344	24.3	25.1	14.2	9.4	.0252
• Lynn	973,296	22,742	22.5	27.1	15.7	12.7	.0370
Peabody	653,371	32,514	15.4	26.3	23.3	21.9	.0256
• Salem	513,792	24,091	22.5	27.6	17.1	14.1	.0210
Middlesex	21,301,815	32,962	16.5	25.0	20.0	26.6	.7092
Arlington	762,689	33,879	16.7	25.0	21.1	27.0	.0223
• Cambridge	1,366,662	22,828	23.9	27.5	13.8	15.0	.0512
• Framingham	1,086,364	33,822	15.5	25.7	19.5	28.8	.0407
• Lowell	1,087,164	23,603	23.4	27.4	16.9	13.0	.0393
Malden	738,060	26,068	21.7	27.1	18.2	16.6	.0239
Medford	776,892	29,957	17.5	26.3	19.9	21.4	.0275
Newton	1,622,782	42,311	12.8	19.8	19.2	40.3	.0543
Somerville	938,573	23,776	22.6	28.5	16.8	12.6	.0315
• Waltham	840,881	30,512	17.3	27.2	20.4	21.8	.0304
Norfolk	9,758,780	34,672	15.3	24.2	21.3	28.1	.3375
Brookline	1,086,869	30,444	18.4	25.0	16.8	26.3	.0312
Quincy	1,225,734	27,636	19.7	27.1	19.2	18.0	.0437
Weymouth	785,549	31,305	16.8	26.4	21.3	22.7	.0269
Plymouth	5,338,688	28,345	19.6	28.7	20.3	17.0	.1878
• Brockton	1,070,390	23,144	22.1	27.8	17.2	11.3	.0447
Suffolk	8,177,654	21,514	23.8	25.3	14.1	13.7	.3010
• Boston	7,085,501	21,162	24.1	25.2	13.7	13.5	.2625
Revere	554,320	25,449	21.7	25.9	19.2	15.1	.0197
SUBURBAN TOTAL	37,924,397	33,431	16.0	25.1	20.9	26.4	1.2732
NEW BEDFORD - FALL RIVER - ATTLEBORO	**5,321,074**	**22,852**	**23.3**	**29.6**	**16.3**	**10.3**	**.2091**
Bristol	5,321,074	22,852	23.3	29.6	16.3	10.3	.2091
• Attleboro	416,488	26,077	22.3	30.9	18.9	13.1	.0184
• Fall River	859,511	17,494	27.5	28.4	10.6	5.1	.0347
• New Bedford	935,584	17,333	27.7	26.4	11.3	6.0	.0370
Taunton	502,231	23,211	23.3	30.9	16.4	9.9	.0179
SUBURBAN TOTAL	3,109,491	27,320	19.8	31.3	20.2	13.8	.1190
PITTSFIELD	**1,749,044**	**23,899**	**23.3**	**29.1**	**16.7**	**12.7**	**.0652**
Berkshire	1,749,044	23,899	23.3	29.1	16.7	12.7	.0652
• Pittsfield	637,477	24,052	22.7	28.0	15.8	14.4	.0256
SUBURBAN TOTAL	1,111,567	23,818	23.7	29.6	17.2	11.8	.0396
SPRINGFIELD	**6,637,123**	**23,535**	**22.8**	**29.0**	**17.0**	**11.5**	**.2486**
Hampden	5,047,074	23,364	22.6	28.4	16.9	11.7	.1952
Chicopee	623,493	22,420	23.4	29.4	17.1	9.1	.0235
• Holyoke	450,032	18,501	24.8	25.3	12.6	8.9	.0205
• Springfield	1,520,653	19,770	25.1	27.2	13.9	8.4	.0669
• Westfield	426,575	26,079	20.8	31.9	19.3	11.9	.0165
Hampshire	1,590,049	24,064	23.6	30.5	17.2	11.2	.0534
• Northampton	340,189	21,528	24.6	28.6	14.6	10.2	.0131
SUBURBAN TOTAL	3,899,674	26,181	21.4	30.1	19.1	13.6	.1316
WORCESTER - FITCHBURG - LEOMINSTER	**8,313,188**	**26,693**	**20.8**	**28.3**	**19.1**	**15.6**	**.2873**
Worcester	8,313,188	26,693	20.8	28.3	19.1	15.6	.2873
• Fitchburg	452,990	22,052	24.5	27.6	15.9	10.9	.0170
• Leominster	431,065	25,560	21.3	30.6	18.5	12.6	.0158
• Worcester	1,899,041	21,939	24.0	26.9	15.1	12.1	.0726
SUBURBAN TOTAL	5,530,092	29,279	19.2	28.6	21.1	17.7	.1819
OTHER COUNTIES							
Barnstable	2,293,643	23,683	25.3	29.3	16.0	13.2	.0923
Dukes	139,702	20,836	29.4	29.4	12.1	10.9	.0060
Franklin	780,534	22,293	25.7	30.4	16.0	9.0	.0274
Nantucket	96,208	28,895	19.3	31.2	19.6	17.6	.0045
TOTAL METRO COUNTIES	**75,618,838**	**27,704**	**19.8**	**26.6**	**18.4**	**19.8**	**2.6706**
TOTAL STATE	**78,928,925**	**27,458**	**20.0**	**26.8**	**18.3**	**18.7**	**2.8008**



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S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
ANN ARBOR	271.7	.1128	28.1	20.4	23.1	17.4	16.6	98.4	1,786,706	266,624	169,185	274,826	104,092	393,176	61,874
Washtenaw	271.7	.1128	28.1	20.4	23.1	17.4	16.6	98.4	1,786,706	266,624	169,185	274,826	104,092	393,176	61,874
• Ann Arbor	106.6	.0443	26.8	27.8	25.0	15.0	14.4	39.8	908,515	126,146	93,528	144,244	62,838	156,688	32,809
SUBURBAN TOTAL	165.1	.0685	29.0	15.7	21.9	18.9	18.0	58.6	878,191	140,478	75,657	130,582	41,254	236,488	29,065
BATTLE CREEK	138.1	.0573	32.4	11.0	16.5	18.7	27.0	51.6	733,024	131,263	71,576	121,053	24,464	153,140	31,835
Calhoun	138.1	.0573	32.4	11.0	16.5	18.7	27.0	51.6	733,024	131,263	71,576	121,053	24,464	153,140	31,835
• Battle Creek	54.5	.0226	31.4	11.9	17.4	14.5	29.3	21.9	255,965	41,542	24,146	31,118	4,080	64,771	12,948
SUBURBAN TOTAL	83.6	.0347	33.1	10.4	16.1	21.4	25.5	29.7	477,059	89,721	47,430	89,935	20,384	88,369	18,887
BENTON HARBOR	166.0	.0689	31.6	10.7	16.4	18.4	26.0	60.8	784,881	145,660	72,599	124,355	19,565	149,726	28,711
Berrien	166.0	.0689	31.6	10.7	16.4	18.4	26.0	60.8	784,881	145,660	72,599	124,355	19,565	149,726	28,711
• Benton Harbor	14.5	.0060	22.7	11.5	13.7	13.8	18.7	4.7	195,155	13,717	14,693	53,174	5,306	54,800	2,862
SUBURBAN TOTAL	151.5	.0629	32.3	10.6	16.8	18.8	26.7	56.1	589,726	131,943	57,906	71,181	14,259	94,926	25,849
DETROIT	4,361.0	1.8107	31.4	11.3	17.6	18.9	24.7	1,581.6	26,266,849	4,886,444	2,377,667	3,049,313	1,288,838	6,285,899	1,309,267
Lapeer	74.2	.0308	28.8	10.2	17.9	20.7	18.3	23.2	224,188	49,987	14,201	15,211	4,525	73,083	11,811
Livingston	110.0	.0457	30.0	9.3	18.4	22.6	18.3	35.1	356,395	76,640	26,339	55,877	11,083	83,711	16,980
Macomb	699.6	.2905	31.2	11.7	17.4	20.6	22.7	244.5	4,829,219	871,307	403,076	593,260	218,691	1,289,155	243,252
Roseville	52.8	.0219	30.3	13.0	18.4	17.0	24.4	18.7	564,934	104,604	42,415	118,509	17,593	106,498	29,346
St. Clair Shores	72.6	.0301	35.9	11.6	14.9	18.6	32.6	27.0	350,190	78,685	42,750	27,684	12,837	70,330	24,578
Sterling Heights	111.8	.0464	29.3	9.5	20.6	23.4	14.9	36.8	910,498	105,729	49,398	237,405	20,725	278,445	40,467
Warren	154.2	.0640	33.2	12.9	14.1	21.9	25.5	54.3	1,176,540	242,324	125,401	95,809	67,442	287,203	55,472
Monroe	135.5	.0562	29.8	10.8	17.2	19.6	21.5	45.2	512,551	123,031	44,158	34,073	14,531	142,471	17,298
Oakland	1,029.1	.4273	32.1	10.8	18.3	20.6	24.1	380.2	8,481,600	1,369,660	751,504	993,433	479,626	2,132,757	393,402
Farmington Hills	65.3	.0271	33.6	10.3	16.9	22.8	24.8	24.0	447,986	45,303	48,523	22,762	14,985	212,019	8,596
• Pontiac	72.1	.0299	27.6	13.7	18.6	15.6	20.6	25.5	524,392	71,921	39,831	109,376	19,465	116,170	21,714
Royal Oak	68.0	.0282	33.8	11.1	20.3	16.8	30.8	28.6	520,531	67,592	35,925	55,872	53,921	144,967	13,764
Southfield	74.9	.0311	37.2	9.6	17.5	19.3	33.7	30.9	1,365,378	168,571	114,533	211,213	92,227	377,703	39,116
Troy	69.1	.0287	31.5	8.0	20.5	25.2	17.7	24.9	1,115,737	110,736	74,491	223,166	60,756	338,340	39,356
St. Clair	141.2	.0586	31.1	10.7	16.3	18.6	25.0	49.3	611,901	154,013	53,399	57,744	22,897	115,262	21,895
• Port Huron	34.1	.0142	30.7	13.2	16.0	15.3	27.9	13.2	309,787	55,276	28,767	26,110	18,629	57,107	7,485
Wayne	2,171.4	.9016	31.4	11.6	17.4	17.3	26.5	804.1	11,250,997	2,241,806	1,084,990	1,299,715	537,685	2,449,455	604,629
• Dearborn	86.6	.0360	38.1	10.9	15.5	16.3	37.2	35.0	1,150,072	114,476	85,860	197,779	89,106	254,834	51,435
Dearborn Heights	62.6	.0260	34.8	12.1	14.8	19.8	29.9	22.6	283,205	90,561	53,703	8,264	20,635	13,184	19,366
• Detroit	1,077.3	.4473	30.8	11.6	17.4	15.7	27.1	408.0	3,759,761	870,314	430,451	199,827	141,363	839,039	214,352
Lincoln Park	43.1	.0179	32.6	12.5	17.9	16.2	29.5	16.6	303,992	66,334	28,775	44,264	6,153	26,436	21,000
Livonia	100.0	.0415	33.9	11.1	14.5	22.6	25.8	32.7	1,027,715	188,403	65,556	162,557	99,714	165,475	63,684
Taylor	72.8	.0302	27.9	12.7	18.9	19.9	16.6	24.2	598,747	88,387	39,655	183,903	11,519	126,203	19,179
Westland	80.8	.0336	29.6	13.3	19.2	20.1	19.5	29.1	560,873	140,599	48,071	88,033	13,918	97,072	27,341
SUBURBAN TOTAL	3,090.9	1.2833	31.5	11.1	17.7	20.2	23.7	1,099.9	20,522,837	3,774,457	1,792,758	2,516,221	1,020,275	5,018,744	1,014,281
DETROIT - ANN ARBOR CONSOLIDATED AREA	*4,632.7*	*1.9235*	*31.1*	*11.8*	*18.1*	*18.8*	*24.2*	*1,680.0*	*28,053,555*	*5,153,068*	*2,546,852*	*3,324,139*	*1,392,930*	*6,679,075*	*1,371,141*
FLINT	440.0	.1827	29.6	12.2	17.3	19.5	21.1	158.5	2,775,821	459,007	250,645	511,501	123,161	673,070	117,678
Genesee	440.0	.1827	29.6	12.2	17.3	19.5	21.1	158.5	2,775,821	459,007	250,645	511,501	123,161	673,070	117,678
• Flint	150.4	.0624	28.8	13.4	17.6	15.7	23.4	57.0	1,150,568	221,656	117,472	140,125	80,798	259,091	47,647
SUBURBAN TOTAL	289.6	.1203	30.1	11.5	17.1	21.5	20.1	101.5	1,625,253	237,351	133,173	371,376	42,363	413,979	70,031
GRAND RAPIDS	633.1	.2628	29.9	13.1	18.0	17.9	23.0	226.2	3,979,479	604,221	338,679	631,008	245,439	964,976	97,265
Kent	464.0	.1926	30.1	13.2	18.2	17.5	23.7	170.1	3,182,699	459,289	278,037	489,486	214,947	773,721	81,640
• Grand Rapids	185.8	.0771	30.3	14.8	17.9	14.0	27.7	70.1	1,171,119	146,143	124,470	91,344	106,759	336,165	41,617
Wyoming	61.8	.0257	29.5	14.4	19.8	16.9	22.3	23.9	505,810	61,939	45,396	94,813	37,412	97,146	8,558
Ottawa	169.1	.0702	29.4	12.7	17.8	19.1	20.9	56.1	796,780	144,932	60,642	141,522	30,492	191,255	15,625
• Holland	29.0	.0120	30.5	16.9	15.7	15.4	27.6	10.5	293,922	49,487	25,509	13,217	15,905	106,376	8,996
SUBURBAN TOTAL	418.3	.1737	29.7	12.0	18.3	19.8	20.6	145.6	2,514,438	408,591	188,700	526,447	122,775	522,435	46,652
JACKSON	148.0	.0615	31.3	11.2	18.8	19.1	24.0	51.3	734,631	125,239	63,717	150,798	29,089	120,397	29,294
Jackson	148.0	.0615	31.3	11.2	18.8	19.1	24.0	51.3	734,631	125,239	63,717	150,798	29,089	120,397	29,294
• Jackson	38.4	.0159	30.6	13.1	17.1	14.3	28.2	15.1	300,641	40,132	32,267	39,310	18,638	50,050	12,291
SUBURBAN TOTAL	109.6	.0456	31.6	10.6	19.5	20.7	22.6	36.2	433,990	85,107	31,450	111,488	10,451	70,347	17,003
KALAMAZOO	216.9	.0900	29.6	16.6	18.9	18.1	21.6	79.8	1,443,311	197,057	137,676	276,760	105,134	290,543	39,741
Kalamazoo	216.9	.0900	29.6	16.6	18.9	18.1	21.6	79.8	1,443,311	197,057	137,676	276,760	105,134	290,543	39,741
• Kalamazoo	77.4	.0321	26.9	25.2	18.6	12.9	22.1	28.5	582,948	76,000	70,944	17,036	33,507	165,128	20,570
SUBURBAN TOTAL	139.5	.0579	31.0	11.9	18.9	21.0	21.5	51.3	860,363	121,057	66,732	259,724	71,627	125,415	19,171
LANSING - EAST LANSING	427.8	.1777	28.1	17.5	19.6	17.7	18.8	150.6	2,588,353	459,659	229,712	428,072	135,753	590,120	62,434
Clinton	56.8	.0236	29.7	10.1	17.3	21.3	19.5	18.5	207,458	56,474	11,463	9,007	4,625	57,776	5,705
Eaton	94.9	.0394	30.1	11.4	18.9	20.5	20.2	33.7	578,127	93,565	41,930	148,165	17,279	111,084	8,047
Ingham	276.1	.1147	27.2	21.1	20.3	15.9	18.3	98.4	1,802,768	309,620	176,319	270,900	113,849	421,260	48,682
• East Lansing	47.0	.0195	22.9	54.8	15.5	8.9	9.2	11.9	171,202	24,765	39,264		11,628	28,027	3,390
• Lansing	129.9	.0539	28.7	14.5	22.2	15.5	20.6	50.9	1,058,104	169,426	84,166	146,969	75,874	328,786	26,780
SUBURBAN TOTAL	250.9	.1043	29.9	12.0	18.8	20.5	19.9	87.8	1,359,047	265,468	106,282	281,103	48,251	233,307	32,264
MUSKEGON	155.8	.0647	31.1	11.3	16.6	17.6	26.0	55.9	738,024	146,947	69,454	146,142	31,073	141,498	27,149
Muskegon	155.8	.0647	31.1	11.3	16.6	17.6	26.0	55.9	738,024	146,947	69,454	146,142	31,073	141,498	27,149
• Muskegon	39.5	.0164	30.6	13.8	17.4	13.0	29.4	15.4	253,563	47,179	22,249	33,420	11,362	56,804	11,958
SUBURBAN TOTAL	116.3	.0483	31.3	10.5	16.2	19.2	24.9	40.5	484,461	99,768	47,205	112,722	19,711	84,694	15,191
SAGINAW - BAY CITY - MIDLAND	416.9	.1730	30.1	11.6	17.2	18.9	22.7	145.8	2,527,103	462,787	226,402	400,178	129,091	561,323	84,272
Bay	116.2	.0482	30.8	11.7	17.1	18.4	24.5	41.5	584,889	134,832	52,346	56,641	23,106	141,091	23,608
• Bay City	39.5	.0164	31.8	12.9	16.4	15.2	29.6	15.4	272,572	47,497	20,683	28,056	9,765	71,363	10,665
Midland	76.2	.0316	29.9	11.4	18.2	20.6	20.1	26.6	359,913	79,404	33,485	25,525	11,035	78,426	17,938
• Midland	38.2	.0159	30.5	12.6	18.3	20.0	21.9	14.0	311,566	68,520	24,214	19,420	10,927	72,399	13,027
Saginaw	224.5	.0932	29.8	11.6	17.1	18.6	22.6	77.7	1,582,301	248,551	140,571	318,012	94,950	341,806	42,726
• Saginaw	75.4	.0313	28.9	12.6	17.7	14.2	25.0	27.7	375,465	63,823	33,959	32,569	11,173	105,252	16,819
SUBURBAN TOTAL	263.8	.1094	30.2	10.9	17.2	20.6	21.1	88.7	1,567,500	282,947	147,546	320,133	97,226	312,309	43,761

MICH. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
OTHER COUNTIES															
Alcona	10.4	.0044	41.6	7.2	10.7	17.2	41.0	4.1	21,584	3,165	1,918	645	117	10,049	346
Alger	9.0	.0037	33.8	8.8	15.4	17.9	30.3	3.2	26,539	11,106	3,124	616	554	354	823
Allegan	86.7	.0360	30.6	10.7	17.2	18.6	23.9	29.8	258,806	63,057	21,368	6,037	5,740	71,492	9,406
Alpena	31.5	.0131	32.0	11.3	14.7	19.2	26.4	11.4	161,053	36,448	10,124	20,076	7,521	31,674	3,234
Antrim	17.5	.0072	34.4	8.9	15.0	17.7	31.4	6.4	39,903	15,842	5,034	351	526	7,009	1,834
Arenac	15.6	.0065	33.5	9.5	14.3	17.0	30.8	5.7	71,919	13,906	7,441	539	2,974	25,855	864
Baraga	8.2	.0034	33.4	8.7	15.2	16.3	31.3	3.0	29,456	9,860	1,636	3,188	245	3,928	1,614
Barry	48.1	.0200	31.8	9.5	16.8	20.3	24.4	16.7	108,488	33,661	10,694	1,024	1,498	17,848	4,337
Benzie	11.9	.0050	34.3	9.5	15.1	18.7	30.3	4.4	43,265	11,969	2,825	1,616	1,541	10,792	1,818
Branch	40.1	.0167	32.1	10.8	16.2	18.9	26.5	14.5	162,843	30,039	10,262	9,190	3,645	41,631	8,567
Cass	49.6	.0206	32.4	9.5	16.5	19.4	26.3	17.9	104,030	21,776	8,972	4,189	2,282	37,658	4,080
Charlevoix	20.5	.0085	32.4	10.2	16.3	18.9	26.9	7.8	92,094	26,811	9,104	1,733	4,023	19,652	4,799
Cheboygan	21.4	.0089	33.7	9.1	14.9	18.0	30.0	8.0	122,029	31,392	14,403	6,845	2,093	22,008	3,265
Chippewa	28.5	.0118	31.5	14.3	15.9	17.0	27.4	9.9	142,436	28,706	16,344	17,941	5,507	23,286	3,398
Clare	26.2	.0109	35.8	9.0	13.4	17.2	33.7	10.0	114,145	37,788	8,843	967	2,828	23,296	5,676
Crawford	10.4	.0043	30.0	9.6	15.1	18.3	28.6	3.6	41,406	9,975	4,609	3,602	397	6,987	1,407
Delta	38.6	.0160	32.3	9.6	15.8	17.9	27.9	13.8	200,663	47,357	12,267	25,674	8,225	44,142	3,882
Dickinson	26.1	.0109	35.8	9.3	15.0	16.5	34.3	10.1	144,166	32,159	10,071	18,225	9,367	24,194	4,376
Emmet	24.5	.0102	32.1	10.7	17.5	18.1	26.8	9.0	167,092	32,153	19,031	7,200	13,377	35,465	4,229
Gladwin	22.3	.0092	35.1	9.1	13.4	17.4	32.7	8.3	66,045	23,149	5,650	2,754	3,345	13,630	1,569
Gogebic	18.6	.0077	40.9	8.6	12.4	15.5	41.0	7.3	96,987	22,751	6,172	14,486	5,020	17,759	2,845
Grand Traverse	58.9	.0245	30.7	11.8	19.6	18.4	23.2	21.4	495,576	82,668	45,754	90,639	22,530	109,276	5,424
Gratiot	39.6	.0164	30.7	12.1	15.5	17.9	25.5	13.8	202,759	48,370	14,908	24,044	4,696	45,958	6,402
Hillsdale	42.7	.0178	31.8	11.6	15.3	18.1	26.9	14.6	150,624	38,757	11,207	11,191	5,013	38,449	6,270
Houghton	38.2	.0158	30.6	21.2	12.7	13.7	30.8	13.3	146,268	41,806	10,192	15,063	4,568	24,424	6,004
Huron	36.1	.0150	33.8	9.5	14.1	16.1	32.2	13.2	183,042	41,745	14,520	13,543	5,446	39,616	8,424
Ionia	52.9	.0219	28.9	13.6	16.8	17.5	22.2	16.8	206,876	42,883	15,110	28,574	5,693	41,921	6,613
Iosco	30.1	.0125	31.4	13.9	15.1	16.4	28.2	11.3	135,087	30,889	14,003	2,215	4,262	37,176	5,550
Iron	13.7	.0057	43.5	7.2	12.2	15.3	43.6	5.6	47,183	17,295	3,319	2,123	1,144	6,631	3,412
Isabella	56.8	.0236	24.3	29.0	15.8	14.1	17.4	17.7	238,640	43,175	22,356	19,555	9,320	48,660	8,214
Kalkaska	13.1	.0055	31.1	9.4	16.6	17.3	26.2	4.7	50,408	11,117	4,420	53	649	15,734	438
Keweenaw	1.9	.0008	46.6	6.6	12.9	14.5	47.3	.7	4,755	1,361	1,107	998			
Lake	8.6	.0036	41.8	6.6	11.5	15.6	41.7	3.5	18,537	6,686	3,536	761	158	999	573
Leelanau	15.1	.0063	33.7	8.6	17.7	18.9	28.8	5.6	42,441	19,478	4,948	383	746	1,504	1,075
Lenawee	89.7	.0372	31.0	10.9	16.8	18.5	24.8	30.8	387,025	82,609	33,996	72,356	10,617	89,222	13,234
Luce	6.4	.0026	34.2	8.9	15.1	18.6	30.3	2.1	31,181	9,307	3,003	768	255	7,145	1,630
Mackinac	10.1	.0042	34.6	8.8	14.4	17.5	31.9	3.7	63,858	18,421	9,339	825	346	4,603	1,304
Manistee	23.3	.0097	35.0	9.6	14.8	17.5	32.5	9.3	96,555	26,530	8,302	7,280	3,788	17,839	4,638
Marquette	74.8	.0311	28.2	17.4	19.8	16.2	20.2	25.4	291,839	69,897	27,702	22,117	14,070	59,623	7,857
Mason	27.3	.0113	34.4	9.8	15.4	17.6	31.4	10.3	106,888	27,870	11,516	6,613	3,991	17,194	5,388
Mecosta	39.2	.0163	24.7	28.8	13.5	14.0	21.4	12.2	175,827	46,153	18,847	15,514	5,148	32,496	5,048
Menominee	26.0	.0108	32.8	10.0	15.5	16.8	29.9	9.5	68,976	16,111	8,094	15,958	1,266	11,392	661
Missaukee	11.0	.0046	31.8	9.8	15.3	17.5	27.5	3.7	30,076	8,027	2,321	2,506	243	10,466	2,733
Montcalm	50.2	.0209	31.9	10.1	15.2	18.1	27.2	17.7	235,816	49,757	12,892	28,498	10,385	55,998	7,287
Montmorency	8.1	.0033	38.3	8.4	12.4	15.5	38.1	3.1	25,877	8,680	2,906	267	269	707	1,747
Newaygo	37.1	.0154	33.1	9.1	14.5	18.4	28.9	13.5	107,194	30,369	8,524	7,602	3,144	20,117	4,629
Oceana	22.9	.0096	32.1	9.4	15.1	18.4	27.2	8.0	60,369	22,282	6,240	2,270	888	12,392	1,626
Ogemaw	18.2	.0075	35.5	9.0	13.5	17.3	33.3	6.8	104,903	24,466	9,998	8,998	2,463	16,407	3,496
Ontonagon	9.4	.0039	36.5	6.9	13.6	19.7	32.3	3.5	40,347	11,392	2,666	1,997	277	11,343	1,248
Osceola	20.2	.0084	32.6	9.3	14.9	18.0	28.4	7.3	89,048	29,547	5,344	1,561	648	18,810	3,784
Oscoda	7.3	.0030	38.3	8.2	11.9	17.7	36.6	2.8	36,340	11,830	2,994	291	1,175	2,539	2,398
Otsego	16.1	.0067	31.3	9.5	16.3	19.0	24.9	5.6	100,924	20,609	10,156	6,659	4,477	19,327	2,612
Presque Isle	14.2	.0059	34.8	8.9	13.8	17.2	32.6	5.2	44,044	13,338	3,362	1,075	1,806	8,630	2,341
Roscommon	18.9	.0079	41.7	8.0	12.0	15.7	41.9	7.8	100,650	28,071	8,518	2,880	1,602	23,401	3,608
St. Joseph	58.2	.0242	31.7	10.3	16.8	18.1	26.4	21.1	265,197	72,137	15,955	15,577	7,688	65,854	9,915
Sanilac	41.4	.0172	32.8	9.8	14.5	17.0	29.8	14.8	136,847	40,967	7,717	5,810	5,400	31,319	6,300
Schoolcraft	8.5	.0035	34.6	8.8	14.5	16.6	32.8	3.0	35,125	8,555	3,107	1,305	1,441	7,164	1,844
Shiawassee	70.5	.0293	29.8	10.5	17.2	19.6	21.4	23.7	255,784	56,860	17,716	19,373	8,786	62,097	11,372
Tuscola	57.6	.0239	30.2	10.4	16.8	19.2	22.8	19.0	196,249	51,551	10,626	8,579	3,920	49,951	7,058
Van Buren	69.6	.0289	31.7	9.7	16.5	18.3	26.3	25.0	237,467	72,063	18,517	11,551	4,951	61,317	7,888
Wexford	27.0	.0113	32.7	9.8	15.4	17.8	28.7	10.0	145,476	29,929	13,859	9,534	6,161	35,101	5,484
TOTAL METRO COUNTIES	7,375.3	3.0621	30.7	12.3	18.0	18.7	23.6	2,660.5	44,358,182	7,884,908	4,007,312	6,114,006	2,235,699	10,323,863	1,689,520
TOTAL STATE	9,211.9	3.8251	30.9	12.2	17.5	18.5	24.3	3,312.5	51,965,249	9,741,736	4,646,501	6,747,990	2,485,956	11,975,374	2,149,418

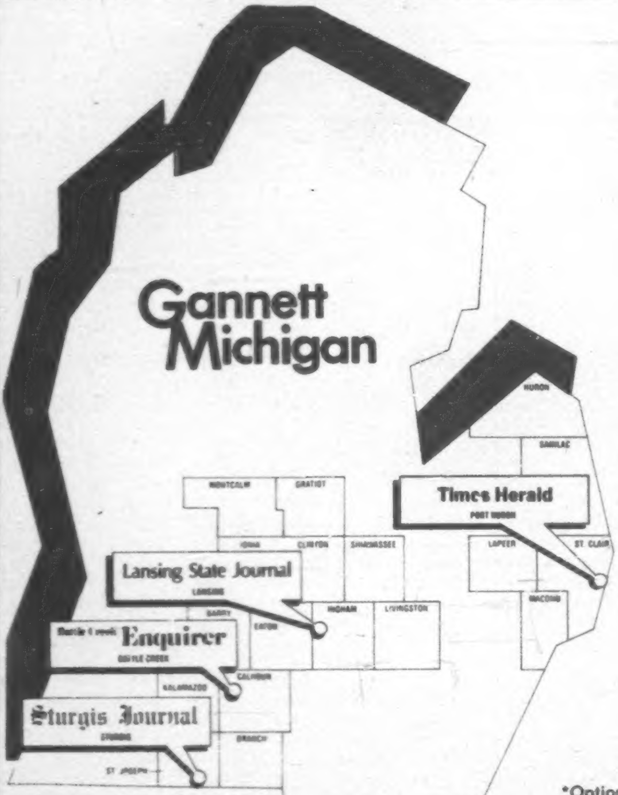
S&MM'S
FOUR SURVEY ISSUES

Each year *Sales and Marketing Management* publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographical markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

MICH.
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ANN ARBOR	**3,594,480**	**27,844**	**20.4**	**27.1**	**19.5**	**18.3**	**.1252**
Washtenaw	3,594,480	27,844	20.4	27.1	19.5	18.3	.1252
• Ann Arbor	1,426,790	24,632	24.0	25.6	15.9	17.8	.0539
SUBURBAN TOTAL	2,167,690	29,829	18.1	28.1	21.9	18.6	.0713
BATTLE CREEK	**1,599,929**	**24,562**	**22.3**	**29.1**	**17.6**	**12.4**	**.0558**
Calhoun	1,599,929	24,562	22.3	29.1	17.6	12.4	.0558
• Battle Creek	582,036	19,501	24.9	26.2	12.9	9.8	.0204
SUBURBAN TOTAL	1,017,893	28,235	20.4	31.2	21.1	14.3	.0354
BENTON HARBOR	**1,814,373**	**22,871**	**24.3**	**28.0**	**17.0**	**10.9**	**.0630**
Berrien	1,814,373	22,871	24.3	28.0	17.0	10.9	.0630
• Benton Harbor	93,032	13,712	30.5	20.2	8.3	4.3	.0071
SUBURBAN TOTAL	1,721,341	23,839	23.7	26.8	17.6	11.5	.0559
DETROIT	**54,066,452**	**27,260**	**18.8**	**27.5**	**19.8**	**16.3**	**1.8924**
Lapeer	774,158	27,878	19.2	31.4	21.9	13.1	.0248
Livingston	1,337,038	32,203	16.0	29.1	25.0	19.4	.0407
Macomb	8,049,470	27,943	18.9	33.5	22.2	12.3	.3058
Roseville	537,943	24,410	22.0	37.2	16.8	7.8	.0261
St. Clair Shores	893,916	28,234	19.0	32.9	20.7	13.8	.0295
Sterling Heights	1,322,997	31,859	14.5	35.6	28.6	13.3	.0525
Warren	1,788,045	27,601	19.3	32.5	22.2	12.7	.0700
Monroe	1,831,574	34,425	16.0	24.4	24.4	24.5	.0549
Oakland	16,494,578	34,216	15.2	25.6	21.9	26.8	.5623
Farmington Hills	1,203,936	41,074	11.5	21.8	22.6	36.8	.0366
• Pontiac	730,065	22,042	21.0	27.4	15.3	11.4	.0303
Royal Oak	1,074,674	31,298	18.5	28.0	22.8	20.0	.0360
Southfield	1,408,051	35,558	15.6	24.1	20.3	30.6	.0607
Troy	1,204,936	41,779	9.7	21.7	26.7	35.0	.0512
St. Clair	1,624,734	26,619	20.2	28.4	20.0	14.3	.0540
• Port Huron	379,236	21,338	23.2	26.6	15.6	10.6	.0163
Wayne	23,954,900	23,334	20.8	26.6	17.4	12.2	.8499
• Dearborn	1,200,045	27,465	20.6	25.7	19.9	17.5	.0534
Dearborn Heights	838,754	31,263	16.6	30.3	23.4	19.0	.0263
• Detroit	10,014,768	17,774	23.9	24.7	13.0	7.7	.3491
Lincoln Park	514,733	26,474	21.6	32.9	20.6	10.8	.0193
Livonia	1,384,289	36,939	11.4	27.4	29.0	25.0	.0551
Taylor	775,852	27,815	18.2	33.2	23.3	10.6	.0328
Westland	969,292	28,719	17.1	34.8	23.2	12.2	.0361
SUBURBAN TOTAL	41,742,338	30,820	16.8	28.7	22.4	19.6	1.4433
DETROIT - ANN ARBOR CONSOLIDATED AREA	***57,660,932***	***27,294***	***19.0***	***27.5***	***19.7***	***16.4***	***2.0176***
FLINT	**4,802,031**	**25,026**	**20.1**	**30.4**	**19.6**	**10.8**	**.1819**
Genesee	4,802,031	25,026	20.1	30.4	19.6	10.8	.1819
• Flint	1,490,550	20,520	22.8	28.6	14.8	7.7	.0638
SUBURBAN TOTAL	3,311,481	27,535	18.6	31.3	22.3	12.6	.1181
GRAND RAPIDS	**7,788,549**	**27,437**	**20.6**	**30.5**	**19.6**	**15.0**	**.2773**
Kent	5,643,716	26,068	21.8	30.2	18.5	13.7	.2079
• Grand Rapids	2,064,515	21,808	25.3	28.7	14.7	10.5	.0775
Wyoming	752,372	26,054	22.0	34.7	19.6	10.6	.0294
Ottawa	2,144,833	31,331	17.1	30.8	23.1	19.0	.0694
• Holland	376,320	26,654	23.5	28.4	19.5	15.5	.0155
SUBURBAN TOTAL	5,347,714	29,884	18.2	31.2	22.0	17.2	.1843
JACKSON	**1,747,261**	**27,405**	**20.3**	**29.3**	**19.9**	**15.4**	**.0593**
Jackson	1,747,261	27,405	20.3	29.3	19.9	15.4	.0593
• Jackson	431,618	21,666	23.8	28.0	14.5	11.0	.0174
SUBURBAN TOTAL	1,315,643	29,871	18.9	29.7	22.2	17.2	.0419
KALAMAZOO	**2,778,161**	**26,929**	**21.4**	**28.3**	**18.7**	**16.2**	**.0987**
Kalamazoo	2,778,161	26,929	21.4	28.3	18.7	16.2	.0987
• Kalamazoo	890,853	21,039	25.5	26.8	14.2	11.3	.0349
SUBURBAN TOTAL	1,887,308	30,090	19.1	29.3	21.2	18.9	.0638
LANSING - EAST LANSING	**5,191,086**	**27,094**	**21.0**	**29.2**	**19.7**	**15.3**	**.1838**
Clinton	631,539	28,931	17.9	33.1	23.0	14.0	.0204
Eaton	1,103,235	27,412	20.2	32.2	21.9	12.3	.0401
Ingham	3,456,312	26,486	21.9	27.5	18.3	16.6	.1233
• East Lansing	486,424	21,323	26.9	19.5	13.8	19.4	.0163
• Lansing	1,609,967	25,216	22.5	29.0	18.3	13.2	.0623
SUBURBAN TOTAL	3,094,695	28,542	19.3	30.7	21.3	16.0	.1052
MUSKEGON	**1,669,082**	**23,462**	**24.0**	**29.7**	**17.3**	**10.6**	**.0586**
Muskegon	1,669,082	23,462	24.0	29.7	17.3	10.6	.0586



In newspapers, it's the 5 W's:

Who: Gannett Michigan (Lansing State Journal, Battle Creek Enquirer, Port Huron Times Herald, Sturgis Journal)
What: Four high-quality, economically strong markets
Where: The heart of outstate Michigan
When: Now
Why: No. 59 in population, No. 60 in E.B.I., No. 60 in households, No. 65 in retail sales—and a

17% DISCOUNT OFF COMBINED RATES

Gannett Michigan Coordinator, Bo Boettcher,
120 E. Lenawee St., Lansing, Michigan,
(517)377-1140 or Contact GANNETT MEDIA SALES.

Gannett
Michigan

*Optional Buy Lansing, Battle Creek, Port Huron available at 15% discount

MICH. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
• Muskegon	380,842	17,979	28.4	27.1	11.5	6.4	.0155
SUBURBAN TOTAL	1,288,240	25,751	22.4	30.7	19.4	12.2	.0431
SAGINAW - BAY CITY - MIDLAND	**4,498,194**	**25,156**	**20.1**	**30.1**	**18.5**	**11.7**	**.1691**
Bay	1,171,431	23,290	21.3	31.2	17.1	8.4	.0430
• Bay City	382,136	18,933	23.3	28.3	13.5	6.0	.0160
Midland	1,023,099	31,505	16.9	26.7	21.5	21.4	.0324
• Midland	596,092	34,255	15.7	23.4	21.9	26.8	.0205
Saginaw	2,303,664	24,376	20.6	30.8	18.3	10.1	.0937
• Saginaw	666,185	18,091	23.6	27.3	12.5	6.1	.0262
SUBURBAN TOTAL	2,853,781	27,053	19.2	32.4	20.8	12.0	.1064
OTHER COUNTIES							
Alcona	94,585	16,562	33.6	25.2	10.0	5.3	.0031
Alger	74,439	19,037	26.7	32.7	11.2	3.7	.0027
Allegan	977,877	26,335	22.2	30.4	20.1	12.6	.0302
Alpena	292,402	20,257	25.5	30.8	14.2	5.7	.0113
Antrim	141,339	16,681	32.2	27.9	8.8	3.9	.0048
Arenac	120,672	15,537	32.0	25.9	8.8	3.5	.0050
Baraga	63,439	15,179	29.3	26.8	9.4	2.1	.0024
Barry	516,356	25,254	22.9	32.3	18.3	10.5	.0157
Benzie	122,799	21,360	27.8	30.2	14.1	9.2	.0042
Branch	405,614	21,872	27.1	31.4	15.4	7.7	.0141
Cass	525,496	23,284	24.9	31.1	17.0	9.6	.0157
Charlevoix	170,005	16,136	30.8	26.5	9.9	3.5	.0067
Cheboygan	175,625	16,658	32.1	27.7	9.6	3.3	.0075
Chippewa	213,919	15,431	30.8	26.0	8.6	3.2	.0094
Clare	227,034	15,677	33.6	23.4	10.0	5.6	.0087
Crawford	106,682	20,012	31.8	24.0	14.8	11.2	.0036
Delta	398,438	22,809	23.6	29.0	16.9	9.7	.0146
Dickinson	229,545	17,398	27.5	29.0	10.5	3.9	.0094
Emmet	227,151	18,780	28.0	28.2	12.2	6.6	.0097
Gladwin	209,346	18,115	29.8	24.8	14.1	6.9	.0070
Gogebic	147,106	14,615	35.2	24.2	7.0	2.5	.0063
Grand Traverse	618,160	21,935	26.5	30.2	15.7	8.9	.0266
Gratiot	452,055	25,175	22.7	27.8	18.8	13.8	.0157
Hillsdale	357,994	18,825	29.3	30.4	11.1	5.5	.0132
Houghton	303,865	15,822	32.0	25.9	8.3	4.4	.0117
Huron	325,410	18,483	29.8	28.4	11.6	5.9	.0128
Ionia	538,542	25,727	22.1	29.9	19.5	12.2	.0185
Iosco	265,763	16,473	35.6	26.2	9.8	4.5	.0102
Iron	112,548	14,393	30.1	24.7	8.5	2.6	.0041
Isabella	607,841	24,113	25.0	28.5	15.5	15.4	.0206
Kalkaska	100,657	16,284	31.6	28.1	8.6	3.3	.0039
Keweenaw	11,041	11,367	33.3	17.7	4.1	1.0	.0004
Lake	55,584	11,235	31.5	17.3	4.9	1.6	.0021
Leelanau	139,172	18,922	30.4	30.5	11.1	5.6	.0047
Lenawee	929,758	24,217	24.0	32.0	18.9	9.1	.0323
Luce	51,212	18,141	31.9	27.7	12.7	4.1	.0022
Mackinac	75,571	15,783	33.8	28.1	7.4	2.2	.0034
Manistee	205,486	16,920	28.9	28.9	9.0	4.2	.0076
Marquette	730,677	22,544	25.8	31.2	16.4	7.4	.0256
Mason	258,140	19,294	28.2	30.6	12.4	5.2	.0091
Mecosta	295,780	16,314	32.3	25.1	10.4	4.4	.0124
Menominee	190,583	16,036	33.0	28.0	7.2	2.1	.0070
Missaukee	76,156	15,480	35.3	26.2	7.4	2.5	.0029
Montcalm	506,974	22,195	25.2	29.7	16.1	9.4	.0184
Montmorency	64,763	14,940	34.1	23.3	7.6	4.3	.0023
Newaygo	346,205	19,602	27.5	28.7	13.9	6.5	.0116
Oceana	220,144	20,855	26.5	29.8	14.1	8.2	.0073
Ogemaw	125,799	12,675	31.7	21.0	6.4	2.7	.0059
Ontonagon	72,105	15,604	30.0	28.3	7.9	2.3	.0029
Osceola	203,103	21,269	27.2	29.4	14.8	9.1	.0072
Oscoda	49,113	12,776	34.5	22.1	4.1	2.1	.0023
Otsego	161,244	21,805	29.4	31.4	14.6	9.2	.0065
Presque Isle	102,570	14,159	27.2	25.6	6.3	3.8	.0039
Roscommon	146,341	13,375	36.0	19.4	7.6	2.4	.0064
St. Joseph	647,756	23,914	25.9	31.0	17.3	11.2	.0221
Sanilac	358,188	18,213	31.0	28.4	11.5	5.2	.0127
Schoolcraft	75,356	18,733	29.7	27.8	13.6	5.5	.0029
Shiawassee	762,538	27,120	20.7	31.5	20.4	12.2	.0250
Tuscola	560,275	23,985	24.0	30.4	18.7	9.3	.0189
Van Buren	623,984	19,351	27.4	29.2	13.7	5.5	.0220
Wexford	229,716	16,810	32.9	26.4	9.7	4.8	.0096
TOTAL METRO COUNTIES	**89,549,598**	**26,776**	**19.7**	**28.3**	**19.5**	**15.3**	**3.1651**
TOTAL STATE	**106,947,636**	**25,329**	**21.3**	**28.3**	**18.4**	**13.8**	**3.7921**

MINNESOTA

MINN.
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
DULUTH	**258.2**	**.1072**	**32.3**	**12.5**	**16.7**	**16.5**	**29.1**	**97.9**	**1,485,746**	**313,168**	**135,877**	**211,199**	**52,452**	**239,008**	**43,555**
St. Louis	214.9	.0892	32.3	12.6	16.8	16.6	28.9	81.2	1,280,303	274,275	105,055	190,527	47,709	209,613	37,840
• Duluth	87.4	.0363	32.5	15.1	16.6	15.2	30.6	34.3	650,167	121,586	58,021	127,817	30,119	89,420	20,445
Douglas, Wisc.	*43.4*	*.0180*	*32.4*	*12.2*	*16.6*	*16.2*	*29.6*	*16.7*	*205,443*	*38,893*	*30,822*	*20,672*	*4,743*	*29,395*	*5,715*
• Superior	*28.1*	*.0117*	*32.4*	*14.1*	*16.6*	*14.8*	*30.9*	*11.4*	*180,147*	*34,625*	*23,870*	*19,389*	*4,341*	*28,861*	*5,673*
SUBURBAN TOTAL	142.8	.0592	32.2	10.6	16.9	17.6	27.8	52.2	655,432	156,957	53,986	63,993	17,992	120,727	17,437
FARGO - MOORHEAD	**148.2**	**.0616**	**28.6**	**18.8**	**19.1**	**16.1**	**21.7**	**54.2**	**1,039,549**	**156,306**	**89,024**	**126,069**	**42,351**	**294,905**	**21,128**
Clay	49.4	.0206	27.6	21.7	15.5	15.8	22.7	17.1	261,455	68,650	25,793	11,709	15,621	47,240	8,427
• Moorhead	29.5	.0122	25.1	29.5	15.1	13.8	21.4	10.1	204,020	59,885	20,417	9,031	13,582	36,685	7,601
Cass, N. D.	*98.8*	*.0410*	*29.0*	*17.4*	*20.8*	*16.2*	*21.2*	*37.1*	*778,094*	*87,656*	*63,231*	*114,360*	*26,730*	*247,665*	*12,701*
• Fargo	*68.0*	*.0282*	*28.7*	*20.6*	*20.9*	*15.2*	*21.8*	*26.6*	*706,374*	*75,226*	*56,467*	*113,445*	*25,781*	*232,112*	*11,682*
SUBURBAN TOTAL	50.7	.0212	30.0	10.2	19.0	18.5	22.0	17.5	129,155	21,195	12,140	3,593	2,988	26,108	1,845
MINNEAPOLIS - ST. PAUL	**2,254.5**	**.9360**	**30.6**	**12.4**	**19.7**	**19.3**	**22.1**	**843.6**	**16,197,101**	**2,842,367**	**1,380,214**	**2,402,664**	**696,559**	**3,927,974**	**295,896**
Anoka	217.3	.0902	27.9	11.3	20.3	22.1	13.5	70.4	1,044,948	168,481	83,965	210,005	25,436	246,129	23,137
Carver	41.1	.0170	29.3	12.2	18.2	19.5	20.2	13.8	135,338	30,750	11,246	2,720	3,326	33,936	3,581
Chisago	29.8	.0123	31.2	9.2	16.0	19.4	24.5	9.8	115,809	28,139	6,107	1,069	2,051	37,656	2,626
Dakota	224.0	.0930	28.9	10.9	20.0	21.7	16.0	77.2	1,338,970	233,399	97,465	220,764	52,028	306,257	32,703
Hennepin	961.3	.3992	31.9	13.0	20.8	18.6	24.8	389.3	8,255,326	1,403,166	724,240	1,231,101	440,925	2,050,210	198,408
• Bloomington	86.0	.0357	31.9	12.5	17.8	24.3	20.2	31.6	902,894	87,533	100,491	125,884	33,046	303,194	16,564
Brooklyn Park	51.0	.0212	26.8	14.8	25.6	19.5	9.5	18.7	154,015	30,202	17,104		7,000	35,233	4,842
Edina	47.0	.0195	40.3	8.2	12.4	22.7	35.6	19.1	795,752	126,045	23,484	209,658	110,506	105,581	4,312
• Minneapolis	363.5	.1509	31.9	15.5	23.3	14.0	28.8	166.8	2,460,684	439,672	301,586	367,983	136,953	370,338	96,107
St. Louis Park	42.7	.0177	34.4	12.1	20.6	17.5	31.2	18.4	413,923	106,856	39,763	68,196	22,035	61,089	13,179
Isanti	26.5	.0110	30.2	9.5	17.3	20.1	21.6	8.8	71,462	16,457	4,272	3,692	2,314	17,997	3,518
Ramsey	462.6	.1921	31.2	14.0	18.9	17.1	25.7	179.8	4,006,395	630,599	339,822	680,141	150,060	953,971	93,766
• St. Paul	269.3	.1118	31.8	14.4	19.3	14.4	29.4	111.3	2,118,923	366,391	207,841	402,274	64,280	358,426	55,396
Scott	50.5	.0210	28.7	10.6	18.5	20.7	17.6	16.1	216,140	42,897	20,263	9,959	2,106	60,758	4,715
Washington	128.0	.0531	29.2	9.9	19.4	22.9	15.8	41.4	557,100	190,380	54,098	24,315	10,282	92,303	18,103

MINN. (cont.) S&MM ESTIMATES	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Wright	66.5	.0276	29.1	10.0	17.2	18.5	21.3	21.1	269,563	66,595	20,440	2,140	4,496	77,229	9,335
St. Croix, Wisc.	*46.9*	*.0195*	*30.0*	*11.0*	*17.7*	*18.9*	*22.3*	*15.9*	*186,050*	*31,504*	*18,296*	*16,758*	*3,535*	*51,528*	*6,003*
SUBURBAN TOTAL	1,535.7	.6376	30.0	11.3	19.1	21.1	19.3	533.9	10,714,600	1,948,771	770,296	1,506,523	462,280	2,896,016	227,828
ROCHESTER	**96.6**	**.0401**	**30.3**	**12.7**	**19.1**	**20.1**	**20.9**	**35.6**	**806,536**	**141,289**	**57,977**	**129,595**	**31,549**	**203,279**	**25,702**
Olmsted	96.6	.0401	30.3	12.7	19.1	20.1	20.9	35.6	806,536	141,289	57,977	129,595	31,549	203,279	25,702
• Rochester	58.0	.0241	30.6	14.3	20.3	18.6	22.5	22.8	686,246	127,257	53,095	125,181	30,285	156,175	22,656
SUBURBAN TOTAL	38.6	.0160	29.8	10.2	17.3	22.5	18.5	12.8	120,290	14,032	4,882	4,414	1,264	47,104	3,046
ST. CLOUD	**177.2**	**.0736**	**27.2**	**16.4**	**16.7**	**16.1**	**21.0**	**55.6**	**1,397,609**	**185,778**	**74,132**	**115,512**	**32,774**	**230,620**	**24,734**
Benton	27.4	.0114	28.6	12.7	18.5	15.7	22.5	9.3	90,768	24,879	10,165	2,683	2,227	11,375	1,512
Sherburne	35.3	.0146	28.0	12.0	19.1	18.7	17.9	10.8	107,022	26,485	6,957	4,132	1,144	37,633	1,215
Stearns	114.5	.0476	26.6	18.6	15.5	15.5	21.4	35.5	1,199,819	134,414	57,010	108,697	29,403	181,612	22,027
• St. Cloud	42.6	.0177	26.3	27.2	16.5	12.9	22.7	14.5	961,858	81,040	38,666	91,924	16,497	128,533	11,861
SUBURBAN TOTAL	134.6	.0559	27.5	13.0	16.7	17.2	20.3	41.1	435,751	104,738	35,466	23,588	16,277	102,087	12,893
OTHER COUNTIES															
Aitkin	14.0	.0058	38.2	7.7	13.0	16.4	37.5	5.3	60,893	15,056	7,312	3,359	1,082	14,033	2,616
Becker	30.8	.0128	32.4	9.7	14.9	16.9	29.3	10.9	125,413	28,201	8,578	8,223	5,222	29,020	4,054
Beltrami	33.5	.0139	28.4	17.1	16.1	16.3	23.1	11.3	236,369	46,926	19,225	18,863	8,624	56,612	5,126
Big Stone	7.7	.0032	38.5	8.4	12.7	16.2	37.6	2.9	35,568	7,499	2,132	558	196	5,545	1,154
Blue Earth	52.3	.0217	28.6	20.6	16.9	14.7	24.5	18.5	400,267	75,602	30,182	45,745	19,491	97,987	16,238
Brown	28.1	.0116	33.0	11.9	14.3	16.1	31.0	10.1	167,049	40,134	13,873	14,231	7,189	38,077	5,319
Carlton	30.4	.0127	32.7	9.3	15.8	18.3	28.0	10.5	147,301	44,902	8,513	7,817	2,947	28,516	5,185
Cass	22.9	.0095	37.8	7.1	12.8	17.2	36.3	8.3	94,482	27,801	6,603	1,417	534	18,359	1,665
Chippewa	14.5	.0061	35.3	9.0	14.6	16.0	34.3	5.6	75,198	13,968	6,242	6,543	3,468	15,984	2,905
Clearwater	9.1	.0037	34.7	8.6	12.5	17.5	32.1	3.1	30,921	7,552	1,408	3,822	959	4,653	812
Cook	4.2	.0018	35.4	8.4	17.4	19.5	31.0	1.8	28,057	6,837	2,183	3,090	345	2,141	509
Cottonwood	14.2	.0059	35.8	8.4	14.1	16.4	34.5	5.3	85,354	16,874	4,587	5,747	4,553	22,922	2,837
Crow Wing	45.0	.0187	34.4	9.2	14.7	17.5	31.7	16.9	307,279	66,569	26,658	36,569	13,197	69,926	6,140
Dodge	15.7	.0065	31.3	9.5	16.5	17.9	26.0	5.4	36,694	11,202	3,061	2,517	325	6,532	1,146
Douglas	30.1	.0125	33.5	11.7	14.2	16.6	31.2	11.2	172,282	40,696	11,915	8,598	10,830	30,413	4,795
Faribault	19.0	.0079	36.6	9.1	13.5	16.6	35.4	7.4	99,155	18,769	5,479	1,614	2,248	24,979	3,530
Fillmore	21.4	.0089	36.2	8.4	13.6	16.6	34.8	7.9	129,119	35,742	4,751	1,425	2,951	40,720	2,608
Freeborn	35.1	.0145	34.5	9.7	14.9	17.8	31.4	13.5	240,809	47,404	15,846	19,454	10,392	72,365	9,065
Goodhue	40.3	.0168	33.6	9.4	15.4	17.7	30.1	14.5	250,941	68,001	19,312	9,045	7,494	65,179	9,007
Grant	7.3	.0030	39.2	7.7	12.7	16.1	38.8	2.7	23,955	3,330	1,428	573	519	10,710	1,093
Houston	19.1	.0079	32.8	9.7	15.6	16.9	29.7	6.3	57,141	22,137	4,211	916	757	7,122	1,162

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MINN. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Hubbard	15.4	.0064	35.3	8.0	13.9	18.1	32.3	5.6	60,587	11,869	3,156	4,631	1,279	12,932	2,063
Itasca	45.3	.0188	32.0	9.5	16.4	17.7	27.5	16.4	192,636	43,814	12,338	10,079	2,656	46,432	7,156
Jackson	13.0	.0054	34.4	11.1	14.1	16.0	33.1	4.8	55,259	7,505	4,850	1,330	1,801	18,669	1,755
Kanabec	13.2	.0055	33.0	9.1	14.0	18.4	28.8	4.8	49,003	14,262	4,448	845	1,141	10,397	1,565
Kandiyohi	38.7	.0160	31.8	12.8	16.3	16.3	28.5	13.9	237,544	43,052	15,863	25,487	12,630	63,041	5,529
Kittson	6.4	.0027	36.9	8.2	14.5	16.3	35.9	2.4	27,207	7,904	1,310	233	567	4,681	532
Koochiching	17.3	.0072	32.0	9.9	16.2	18.2	26.9	6.2	96,703	21,595	8,582	10,891	1,454	16,645	4,072
Lac qui Parle	10.2	.0042	37.7	8.8	13.1	15.7	37.3	3.8	38,535	7,867	2,681	1,292	1,854	7,468	1,090
Lake	12.4	.0052	33.1	9.9	16.1	20.3	26.6	4.4	59,646	8,723	3,624	986	244	26,678	1,076
Lake of the Woods	4.0	.0016	36.9	8.3	13.0	19.1	33.5	1.5	21,217	4,722	1,740	1,184	110	1,731	588
Le Sueur	24.1	.0100	32.5	9.6	14.7	17.5	28.7	8.6	87,579	16,159	11,153	2,196	3,169	19,517	4,061
Lincoln	8.0	.0034	37.5	7.8	12.0	16.5	36.4	2.9	17,826	4,013	895	262	719	4,726	805
Lyon	25.6	.0106	30.7	14.4	15.0	15.9	27.7	9.0	142,061	31,870	9,993	14,649	4,738	30,786	3,214
McLeod	30.7	.0127	32.5	9.9	16.2	17.6	28.3	11.1	195,565	39,765	14,049	19,125	6,437	52,110	4,538
Mahnomen	5.2	.0022	32.8	8.3	11.7	16.3	31.2	1.7	17,943	5,972	1,271	1,364	276	2,548	993
Marshall	12.7	.0053	33.4	8.3	14.3	16.6	31.1	4.5	24,889	4,918	2,385	427	410	9,776	706
Martin	24.7	.0102	34.7	9.9	15.2	16.5	33.0	9.6	141,406	28,319	10,412	15,543	7,956	36,286	5,047
Meeker	21.4	.0089	33.7	8.9	14.7	16.4	31.7	7.7	96,215	16,942	9,129	5,077	3,007	24,709	2,290
Mille Lacs	19.5	.0081	33.7	9.1	14.0	17.1	31.1	7.1	87,913	27,996	4,403	4,374	4,213	8,368	1,983
Morrison	30.7	.0128	31.2	9.4	13.9	16.2	28.5	10.2	134,257	33,558	9,489	2,709	3,415	23,270	6,028
Mower	38.8	.0161	35.9	9.6	13.8	16.6	34.5	15.0	233,994	42,446	20,118	18,293	9,400	55,362	9,584
Murray	11.1	.0046	34.3	8.6	14.0	15.7	33.2	4.0	49,704	7,222	2,713	2,972	1,580	10,164	6,862
Nicollet	28.1	.0116	28.7	17.1	17.4	16.9	22.2	9.4	90,828	22,228	11,085	856	2,395	28,377	1,833
Nobles	21.2	.0088	33.9	10.6	14.0	16.9	31.5	7.8	161,567	31,358	11,916	7,494	10,827	38,204	6,619
Norman	8.9	.0037	38.3	7.5	12.5	16.1	37.6	3.3	23,373	5,938	1,194	177	292	7,863	1,032
Otter Tail	54.1	.0225	36.3	9.1	13.8	17.1	34.5	19.7	257,220	49,619	18,221	21,662	11,087	69,186	8,969
Pennington	15.3	.0064	31.4	12.4	16.0	16.7	27.6	5.7	90,678	17,646	5,777	7,994	2,660	22,243	3,108
Pine	21.4	.0088	33.6	9.2	14.5	17.6	30.3	7.4	93,600	14,063	13,471	2,789	1,307	23,283	2,132
Pipestone	10.9	.0046	35.6	10.2	12.8	15.7	35.1	4.2	60,701	13,706	3,812	2,639	3,155	12,053	2,368
Polk	34.4	.0143	32.8	11.5	14.6	16.1	30.7	12.5	174,071	46,676	18,291	3,580	5,233	38,620	5,874
Pope	12.0	.0049	37.2	8.5	13.2	15.8	36.7	4.6	44,634	10,288	4,678	748	525	11,909	2,116
Red Lake	5.3	.0022	32.2	9.9	12.9	16.5	29.9	1.8	14,609	2,583	952	659	701	6,233	223
Redwood	18.5	.0077	35.0	9.0	13.7	16.1	33.9	6.7	80,934	16,688	6,324	3,574	5,305	20,956	2,176
Renville	19.9	.0083	35.0	9.4	13.6	15.8	34.3	7.4	78,830	16,903	4,287	1,282	1,655	23,083	2,075
Rice	47.9	.0199	29.2	16.9	15.3	17.4	23.7	15.7	240,312	55,162	23,335	13,774	9,271	52,487	8,810
Rock	10.5	.0043	34.1	9.4	14.1	15.9	32.8	3.8	64,862	14,192	3,877	2,840	1,489	24,349	1,327
Roseau	13.1	.0055	32.7	9.7	14.5	16.8	29.8	4.6	59,070	14,374	2,363	2,017	3,043	21,149	2,240
Sibley	15.2	.0063	34.8	9.3	13.3	17.5	32.3	5.5	46,605	12,648	3,125	2,093	1,528	13,033	1,104
Steele	30.9	.0128	31.3	11.7	16.8	17.2	26.5	10.9	187,029	30,791	12,638	12,315	11,098	32,396	6,880
Stevens	10.9	.0045	30.0	18.2	13.6	14.7	28.5	3.7	62,216	12,909	5,626	2,911	2,709	20,353	4,489
Swift	12.7	.0053	35.1	9.0	13.2	15.3	34.8	4.7	58,360	12,647	3,518	3,072	515	7,821	3,064
Todd	26.3	.0109	33.0	8.9	13.6	16.6	30.7	9.3	80,550	19,990	4,101	3,098	1,162	21,918	3,016
Traverse	5.2	.0022	39.9	7.8	11.2	16.9	38.5	1.8	24,816	5,184	1,034	919	613	8,791	1,258
Wabasha	20.0	.0083	32.8	9.4	15.7	16.5	30.1	7.3	80,202	14,070	5,048	1,500	2,146	34,977	3,493
Wadena	14.4	.0060	34.1	9.3	12.8	16.9	31.9	5.0	72,990	19,407	3,794	4,951	2,279	11,190	3,025
Waseca	19.0	.0079	31.1	12.1	16.3	15.5	28.2	6.8	67,975	21,098	4,127	3,769	3,663	11,839	3,481
Watonwan	11.9	.0049	36.1	9.5	14.0	17.0	34.3	4.7	51,124	10,982	3,199	3,285	1,493	19,879	1,130
Wilkin	8.2	.0034	33.3	10.5	13.9	16.5	31.2	2.8	39,868	8,663	4,997	433	1,199	9,724	1,872
Winona	46.3	.0193	30.0	17.9	15.5	15.6	26.6	16.0	257,940	62,844	24,587	24,398	8,884	53,545	6,691
Yellow Medicine	13.0	.0054	35.9	11.0	12.6	16.0	35.1	4.7	47,341	12,048	3,395	1,013	2,496	6,945	2,848
TOTAL METRO COUNTIES	**2,745.7**	**1.1400**	**30.5**	**12.9**	**19.2**	**18.9**	**22.5**	**1,017.2**	**19,756,954**	**3,480,855**	**1,624,875**	**2,833,249**	**820,677**	**4,567,198**	**486,615**
TOTAL STATE	**4,224.3**	**1.7540**	**31.3**	**12.2**	**17.7**	**18.1**	**25.3**	**1,549.6**	**27,241,195**	**5,131,255**	**2,191,748**	**3,313,166**	**1,091,806**	**6,387,695**	**738,271**

MINN.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
DULUTH	**2,772,772**	**22,815**	**22.8**	**30.8**	**17.0**	**7.8**	**.1028**
St. Louis	2,313,438	23,137	22.3	31.2	17.2	7.7	.0866
• Duluth	948,258	20,344	25.7	28.2	14.7	7.9	.0382
Douglas, Wisc.	*459,334*	*21,489*	*25.3*	*29.5*	*15.8*	*8.0*	*.0162*
• *Superior*	*312,383*	*20,657*	*25.8*	*27.3*	*15.5*	*8.6*	*.0118*
SUBURBAN TOTAL	1,512,131	25,141	20.2	33.4	18.8	7.6	.0528
FARGO - MOORHEAD	**1,793,397**	**24,883**	**23.0**	**29.1**	**18.4**	**12.7**	**.0666**
Clay	491,082	21,675	25.9	30.8	15.1	8.1	.0185
• Moorhead	298,081	21,436	26.2	29.9	15.1	8.5	.0122
Cass, N. D.	*1,302,315*	*26,708*	*21.6*	*28.3*	*19.8*	*14.9*	*.0481*
• *Fargo*	*928,872*	*25,881*	*22.5*	*27.3*	*19.4*	*14.5*	*.0374*
SUBURBAN TOTAL	566,444	25,736	21.8	31.3	18.7	12.5	.0170
MINNEAPOLIS - ST. PAUL	**31,738,802**	**30,184**	**18.7**	**27.6**	**21.7**	**19.3**	**1.1019**
Anoka	2,686,666	33,187	13.9	32.9	29.0	16.4	.0885
Carver	520,752	30,072	17.7	29.1	22.8	18.2	.0156
Chisago	282,043	24,190	22.2	34.2	17.9	6.9	.0100
Dakota	3,166,031	34,522	15.4	27.5	25.6	23.4	.1039

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Hennepin	14,675,648	29,204	19.7	26.4	20.0	19.9	.5193
• Bloomington	1,429,331	37,795	12.4	26.8	25.0	30.0	.0521
Brooklyn Park	692,742	32,627	15.6	31.0	28.7	15.9	.0199
Edina	1,051,856	42,316	13.8	21.1	17.7	40.7	.0398
• Minneapolis	4,941,116	21,184	25.4	26.5	14.9	11.3	.1713
St. Louis Park	724,426	30,974	19.8	27.9	23.7	20.9	.0254
Isanti	254,129	23,619	23.7	33.7	17.1	8.0	.0082
Ramsey	6,516,166	28,243	20.5	27.5	19.8	18.1	.2408
• St. Paul	3,580,521	23,909	23.7	27.8	16.8	13.6	.1319
Scott	564,906	29,338	19.2	31.8	23.2	14.1	.0190
Washington	1,906,172	39,118	11.3	23.2	28.0	30.6	.0566
Wright	636,634	24,753	22.5	34.3	18.2	8.9	.0226
St. Croix, Wisc.	*529,655*	*27,496*	*19.7*	*31.3*	*20.5*	*13.3*	*.0174*
SUBURBAN TOTAL	21,787,834	33,445	15.9	28.0	24.6	22.3	.7466
ROCHESTER	**1,264,113**	**20,724**	**20.4**	**29.2**	**21.8**	**16.0**	**.0480**
Olmsted	1,264,113	28,724	20.4	29.2	21.8	16.0	.0480
• Rochester	800,326	28,225	21.2	28.2	21.9	15.5	.0339

MINN. (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
SUBURBAN TOTAL	463,787	29,468	19.0	31.3	21.5	16.8	.0141
ST. CLOUD	1,667,541	22,090	24.6	32.3	16.1	9.2	.0747
Benton	373,777	23,432	23.5	31.6	17.2	9.2	.0092
Sherburne	346,762	26,744	19.8	35.1	20.6	10.5	.0115
Stearns	1,047,002	21,858	26.5	31.5	14.4	8.8	.0540
• St. Cloud	427,011	21,087	26.4	29.6	15.1	8.0	.0318
SUBURBAN TOTAL	1,240,530	23,795	24.0	33.3	16.4	9.6	.0429
OTHER COUNTIES							
Aitkin	89,239	12,468	33.9	21.1	5.1	1.0	.0040
Becker	231,734	15,532	33.1	25.5	7.3	4.3	.0093
Beltrami	285,576	17,690	28.6	26.0	11.6	6.6	.0130
Big Stone	71,335	18,443	29.1	29.2	9.5	7.2	.0026
Blue Earth	518,777	20,515	28.6	30.2	13.3	7.7	.0223
Brown	266,277	20,276	27.2	31.8	12.1	6.8	.0106
Carlton	311,826	24,454	22.0	31.3	18.3	10.0	.0113
Cass	168,297	14,725	30.7	23.8	7.4	3.2	.0069
Chippewa	141,675	18,914	29.0	28.8	11.7	6.6	.0054
Clearwater	55,395	12,600	30.5	22.0	6.1	1.8	.0024
Cook	41,263	17,245	29.2	26.1	12.3	4.2	.0016
Cottonwood	126,449	17,550	31.1	26.8	9.4	6.7	.0054
Crow Wing	407,518	17,960	28.7	28.0	11.1	5.8	.0176
Dodge	145,529	21,936	25.1	33.5	14.8	6.7	.0047
Douglas	256,157	17,048	30.2	28.0	9.3	4.6	.0108
Faribault	162,647	16,430	32.3	27.7	8.4	4.1	.0066
Fillmore	165,087	15,541	31.1	26.6	7.2	3.9	.0075
Freeborn	328,431	19,343	27.6	32.1	11.6	4.6	.0140
Goodhue	430,364	23,534	23.5	31.1	16.8	10.0	.0164
Grant	71,241	18,972	29.3	28.3	11.1	8.3	.0025
Houston	161,812	20,057	27.8	30.7	13.1	6.4	.0057
Hubbard	123,887	15,984	32.6	25.8	8.5	4.6	.0048
Itasca	414,687	20,759	25.3	33.0	13.5	5.2	.0153
Jackson	123,459	19,675	28.0	29.7	12.0	7.5	.0045
Kanabec	109,701	17,338	30.8	27.5	10.8	4.2	.0041
Kandiyohi	342,513	19,241	29.9	29.4	11.6	6.9	.0148
Kittson	57,841	18,108	29.2	28.0	11.0	6.0	.0021
Koochiching	156,977	20,920	23.9	31.9	15.0	5.1	.0064
Lac qui Parle	81,580	15,849	31.6	25.6	8.4	4.2	.0031
Lake	122,520	22,887	24.7	39.0	11.9	7.5	.0046
Lake of the Woods	27,110	13,902	35.8	28.3	3.7	1.7	.0012
Le Sueur	210,755	19,247	27.6	31.1	11.5	5.5	.0076
Lincoln	54,196	13,099	[illegible]	[illegible]	6.5	3.3	.0021

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Lyon	230,761	19,284	28.1	29.9	12.1	6.1	.0093
McLeod	291,652	21,336	26.3	33.3	14.1	6.0	.0119
Mahnomen	33,935	14,908	34.2	22.4	8.2	3.1	.0015
Marshall	90,190	15,172	32.6	24.8	7.8	3.3	.0031
Martin	290,284	22,748	26.0	30.7	15.1	11.1	.0103
Meeker	203,851	19,679	27.2	27.9	13.7	7.6	.0074
Mille Lacs	164,779	17,367	29.6	28.5	9.7	4.9	.0066
Morrison	222,561	16,130	29.7	26.4	8.7	4.5	.0094
Mower	387,489	19,865	26.1	28.3	14.3	7.1	.0151
Murray	89,299	16,953	32.3	27.2	8.5	5.0	.0037
Nicollet	307,149	25,044	23.1	30.6	18.2	11.9	.0097
Nobles	171,594	16,362	31.9	26.6	9.0	4.6	.0082
Norman	77,779	17,287	29.7	26.9	9.1	6.5	.0027
Otter Tail	448,536	16,527	30.3	26.9	9.1	4.7	.0180
Pennington	114,598	15,178	34.1	24.5	7.8	2.8	.0052
Pine	132,209	15,335	30.6	26.6	8.1	2.7	.0066
Pipestone	76,978	13,106	32.7	20.1	5.6	3.5	.0036
Polk	301,476	18,035	27.8	28.2	11.0	5.9	.0119
Pope	92,577	14,601	31.7	24.4	6.6	4.2	.0037
Red Lake	33,135	13,576	30.7	22.7	7.5	1.7	.0014
Redwood	157,249	17,101	30.6	27.1	9.7	5.2	.0061
Renville	178,481	18,977	29.0	31.4	10.4	5.3	.0066
Rice	454,715	21,938	23.9	31.6	15.9	7.3	.0171
Rock	79,945	15,813	32.7	28.3	6.3	3.9	.0037
Roseau	96,865	16,518	30.7	28.0	8.6	3.4	.0042
Sibley	136,441	19,085	29.0	30.2	11.6	5.6	.0046
Steele	314,316	23,067	24.6	34.4	15.6	7.9	.0122
Stevens	84,317	16,170	30.9	26.6	8.2	4.8	.0037
Swift	106,983	16,766	30.0	26.8	8.4	5.9	.0043
Todd	192,263	15,153	31.2	24.5	7.6	4.1	.0073
Traverse	45,649	18,187	30.8	27.3	9.9	7.8	.0018
Wabasha	191,036	20,139	26.5	30.3	12.8	7.2	.0068
Wadena	113,227	16,069	30.1	23.1	11.7	4.7	.0047
Waseca	195,562	22,494	24.5	30.8	16.6	8.9	.0066
Watonwan	104,120	17,462	30.6	29.6	8.3	4.6	.0040
Wilkin	81,289	22,615	26.7	31.7	14.5	9.7	.0029
Winona	476,945	22,080	25.6	30.1	15.0	9.8	.0181
Yellow Medicine	129,482	20,627	26.3	30.7	13.4	9.4	.0044
TOTAL METRO COUNTIES	26,945,221	28,960	19.5	28.2	21.0	17.6	1.3120
TOTAL STATE	30,146,883	24,812	22.5	28.5	17.7	13.6	1.8319

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S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
BILOXI - GULFPORT	198.7	.0825	29.3	14.1	16.8	17.9	22.6	70.5	1,047,357	206,907	123,247	156,944	41,219	265,948	42,075
Hancock	29.5	.0122	32.3	9.5	14.6	18.1	28.0	10.4	112,497	36,619	8,237	13,067	2,783	25,507	3,461
Harrison	169.2	.0703	28.9	14.9	17.2	17.9	21.6	60.1	934,860	170,288	115,010	143,877	38,436	240,391	38,614
• Biloxi	50.3	.0209	26.8	21.6	17.6	14.9	20.6	17.6	321,691	46,798	52,216	87,010	13,992	45,106	14,610
• Gulfport	41.2	.0171	32.7	12.2	16.4	17.5	28.7	16.4	429,967	74,981	47,437	35,297	21,863	150,484	17,831
SUBURBAN TOTAL	107.2	.0445	29.3	11.3	16.5	19.5	21.1	36.5	295,699	85,128	23,594	34,637	5,364	70,358	9,934
JACKSON	394.5	.1636	29.4	12.9	18.3	17.8	21.9	139.2	2,148,222	412,667	165,689	318,880	99,082	540,384	85,369
Hinds	267.7	.1111	29.3	14.0	18.4	17.0	22.5	97.1	1,802,025	312,980	142,142	287,299	78,350	480,702	72,440
• Jackson	215.4	.0894	29.5	13.9	19.2	16.6	22.8	79.8	1,663,008	270,938	134,420	265,619	78,954	461,327	63,861
Madison	47.7	.0198	28.0	12.1	17.4	15.6	22.3	15.5	125,985	36,067	7,834	7,767	4,774	32,380	3,068
Rankin	78.9	.0327	30.2	9.9	18.9	21.4	19.4	26.6	220,422	60,607	15,693	23,814	15,929	27,042	9,701
SUBURBAN TOTAL	178.9	.0742	29.2	11.8	17.5	19.1	20.8	59.4	485,224	141,719	31,239	53,261	20,099	89,057	21,348
PASCAGOULA	125.4	.0521	28.5	11.7	17.7	20.5	18.0	42.6	567,725	155,188	48,935	99,481	18,287	110,567	19,408
Jackson	125.4	.0521	28.5	11.7	17.7	20.5	18.0	42.6	567,725	155,188	48,935	99,481	18,287	110,567	19,408
• Pascagoula	30.5	.0127	29.0	14.3	18.2	19.1	19.9	11.1	288,365	63,600	24,343	34,591	11,647	86,296	8,922
SUBURBAN TOTAL	94.9	.0394	28.3	10.9	17.5	20.9	17.4	31.5	279,360	91,588	24,592	64,890	6,640	24,271	10,486
OTHER COUNTIES															
Adams	38.7	.0161	31.1	11.1	13.3	17.5	26.3	13.6	301,834	51,728	18,461	49,640	11,524	93,117	11,991
Alcorn	34.4	.0142	33.9	9.6	16.2	19.8	26.8	13.1	170,402	38,189	13,687	18,806	5,347	37,543	7,349
Amite	13.5	.0056	33.2	9.8	12.8	15.8	30.6	4.6	28,514	9,313	1,425	1,541	640	7,156	848
Attala	19.7	.0082	34.6	9.6	13.8	16.6	32.9	7.0	67,708	14,164	3,412	10,702	4,930	11,999	2,836
Benton	8.6	.0036	31.8	10.8	12.8	16.0	28.9	2.7	7,761	2,648	699	206	471	1,161	108
Bolivar	45.3	.0188	26.2	12.9	14.8	13.3	24.3	14.3	161,850	38,520	7,902	19,209	7,922	36,624	7,117
Calhoun	15.5	.0064	33.2	10.2	14.1	17.1	30.4	5.6	39,143	11,480	1,601	3,992	1,830	7,830	1,179
Carroll	9.9	.0041	32.6	9.9	13.3	17.0	29.9	3.3	12,909	2,381	221		467	605	284

MISS. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
Chickasaw	18.3	.0076	31.0	10.3	15.1	17.2	26.8	6.2	78,169	19,324	2,326	7,455	11,438	19,154	3,396
Choctaw	9.2	.0039	32.3	9.6	14.0	17.1	29.0	3.1	16,780	5,425	592	1,326	755	3,676	1,032
Claiborne	12.9	.0053	25.6	20.8	13.3	13.2	24.2	3.8	22,962	8,600	1,000	1,379	848	2,038	1,155
Clarke	17.7	.0074	32.2	9.8	14.7	17.0	28.9	6.3	55,801	17,020	1,202	5,076	3,161	8,698	2,250
Clay	22.1	.0092	29.2	12.3	15.6	16.0	25.0	7.3	70,168	23,354	3,350	10,427	2,766	14,534	3,030
Coahoma	36.0	.0149	28.3	10.9	13.3	14.5	26.5	12.0	177,320	51,702	9,113	17,180	6,454	40,674	5,547
Copiah	27.3	.0113	30.5	12.6	13.7	15.7	28.2	9.1	75,423	19,590	2,867	6,935	3,084	20,703	4,497
Covington	16.7	.0070	31.5	10.2	13.4	17.7	27.6	5.7	45,134	10,319	973	2,813	1,332	12,285	2,350
☐ De Soto	60.9	.0253	29.4	9.5	17.1	22.6	17.8	19.9	174,116	60,175	9,770	14,461	3,093	36,723	5,223
Forrest	70.4	.0292	28.8	17.7	16.3	15.7	24.2	23.7	543,652	108,566	47,432	87,437	32,291	124,426	19,372
Hattiesburg	42.6	.0177	27.6	22.5	16.2	13.3	24.7	15.9	458,578	71,714	43,697	66,544	30,057	115,712	15,095
Franklin	8.5	.0035	33.5	10.0	13.5	16.5	31.4	3.1	12,396	3,148	191	538	832	3,342	1,385
George	16.5	.0069	29.8	9.8	15.2	18.8	23.3	5.4	51,388	18,257	2,953	7,683	789	11,497	1,539
Greene	10.4	.0043	30.0	10.2	14.7	17.7	24.9	3.3	10,768	2,938	334	336	774	2,704	1,190
Grenada	21.6	.0090	31.0	10.6	15.1	17.0	27.8	7.6	148,986	24,453	7,585	17,912	3,345	63,398	3,440
Holmes	23.3	.0097	28.4	11.6	11.7	13.1	29.2	7.5	77,138	36,694	1,707	3,262	1,410	12,817	3,381
Humphreys	13.8	.0057	27.2	11.0	12.0	14.2	26.4	4.5	47,184	16,267	1,967	2,662	3,109	8,832	1,606
Issaquena	2.4	.0010	27.1	12.1	13.6	16.6	22.7	.8	794	794					
Itawamba	21.5	.0089	33.8	10.5	14.9	19.3	28.8	7.8	49,486	12,457	2,110	7,106	1,613	14,779	1,627
Jasper	17.8	.0074	31.1	10.3	14.3	16.4	28.0	6.1	40,468	10,250	1,738	2,387	1,008	12,467	1,934
Jefferson	9.5	.0039	28.0	11.8	13.6	14.4	26.0	3.0	10,689	3,084	262	746	166	2,315	809
Jefferson Davis	14.3	.0060	30.1	9.7	14.2	15.7	27.4	4.6	30,277	9,581	1,196	3,681	399	6,356	484
Jones	63.3	.0263	32.4	11.2	15.8	18.1	27.8	22.9	353,077	69,090	23,581	51,030	23,979	86,133	16,912
Kemper	10.3	.0042	31.2	10.3	13.9	14.9	29.8	3.5	17,983	5,736	640	1,231	487	2,401	504
Lafayette	30.8	.0128	28.2	21.3	16.1	16.5	22.6	11.6	108,956	26,796	8,672	11,328	4,028	21,225	3,804
Lamar	27.1	.0113	29.2	11.9	17.4	19.1	20.7	9.2	47,677	16,896	1,141	7,947	321	8,625	2,736
Lauderdale	81.3	.0337	31.2	12.2	16.1	17.0	26.9	29.8	478,664	89,115	37,722	72,885	22,585	118,857	23,491
Meridian	48.4	.0201	33.2	10.3	15.7	16.2	31.0	19.0	436,816	80,017	32,749	71,387	21,435	115,967	22,820
Lawrence	12.9	.0054	30.8	10.7	14.1	17.9	26.3	4.4	34,795	9,677	1,097	652	1,731	11,698	2,463
Leake	19.3	.0080	33.5	9.6	13.7	16.8	31.2	6.9	60,582	13,185	2,120	12,590	2,202	13,969	3,312
Lee	62.6	.0260	31.4	10.5	17.0	19.7	24.2	23.0	506,709	88,508	25,356	76,712	20,051	134,985	15,563
Leflore	41.3	.0172	27.5	14.7	13.6	14.3	25.5	13.4	199,892	47,537	17,638	26,709	12,433	42,368	6,670
Lincoln	31.5	.0130	31.6	10.0	15.3	16.8	28.0	11.1	163,583	34,613	7,152	21,822	5,369	41,034	10,412
Lowndes	60.4	.0251	28.3	14.2	17.5	17.5	20.8	20.9	363,008	89,368	22,772	44,426	21,158	67,790	12,106
Marion	26.7	.0111	31.2	10.4	14.6	16.6	27.9	9.2	107,222	36,715	5,176	12,633	4,168	17,871	4,872
Marshall	32.4	.0135	28.1	12.5	14.0	16.8	23.5	9.9	61,085	17,664	2,770	9,153	1,080	11,534	2,182
Monroe	36.7	.0152	31.6	9.9	15.1	17.8	27.1	12.8	119,322	30,875	5,268	16,585	4,603	31,861	6,260
Montgomery	13.2	.0055	34.7	9.4	12.5	16.4	33.1	4.5	41,121	13,132	1,380	7,572	1,512	6,834	1,873
Neshoba	25.2	.0104	32.1	9.5	14.9	16.8	28.9	9.1	94,986	26,899	3,744	15,489	1,649	18,591	3,163
Newton	20.5	.0086	34.1	10.8	13.6	16.8	31.9	7.4	66,573	20,705	2,269	4,928	1,590	21,046	1,607
Noxubee	12.8	.0053	28.8	11.2	13.0	14.6	27.4	4.1	28,411	11,600	215	2,450	1,876	4,104	2,563
Oktibbeha	37.9	.0157	24.4	27.4	15.4	14.5	17.8	12.2	139,116	31,973	11,758	15,821	7,127	29,378	4,051
Panola	29.2	.0121	30.2	10.4	13.6	15.6	27.9	9.7	98,826	26,903	4,261	12,448	3,036	27,709	4,654
Pearl River	37.9	.0158	30.8	10.5	15.1	19.7	24.0	13.0	136,078	30,183	9,171	14,650	6,156	37,805	9,747
Perry	10.6	.0044	29.8	10.4	14.7	18.6	23.8	3.6	24,330	13,375	415	3,212	638	1,948	896
Pike	37.9	.0157	31.5	10.2	14.5	16.4	28.5	13.3	198,111	39,314	19,145	21,143	12,462	43,433	11,111
Pontotoc	22.6	.0094	33.0	9.8	15.4	17.6	29.2	8.1	54,451	21,256	2,552	7,374	1,958	5,757	1,872
Prentiss	23.5	.0106	32.8	10.9	14.9	18.5	28.2	9.1	68,123	20,009	3,798	6,894	1,942	19,732	3,109
Quitman	12.0	.0050	29.0	10.0	12.6	14.1	28.4	4.0	43,060	13,315	1,389	6,636	1,381	6,338	1,640
Scott	25.7	.0107	30.9	10.2	15.0	17.6	26.3	9.1	100,108	36,089	4,763	11,618	4,057	25,241	4,306
Sharkey	7.8	.0032	26.8	10.9	14.1	14.2	24.3	2.3	22,440	8,634	907	2,102	308	3,883	606
Simpson	24.9	.0104	31.5	9.8	15.2	17.3	27.4	8.4	79,434	21,489	4,158	10,393	1,790	21,677	4,493
Smith	15.8	.0065	32.2	9.8	14.8	17.9	27.9	5.4	34,574	10,586	588	1,351	371	10,984	840
Stone	10.2	.0043	29.7	14.7	14.7	17.1	25.1	3.3	30,608	7,916	2,108	1,330	496	9,938	1,720
Sunflower	36.8	.0153	27.8	13.0	16.0	14.2	24.2	10.7	102,103	37,792	3,049	14,042	2,099	24,932	4,683
Tallahatchie	16.4	.0068	29.2	10.1	12.5	15.0	27.7	5.4	34,018	10,925	1,146	2,923	1,164	7,337	2,632
Tate	20.9	.0086	28.9	14.5	14.2	17.2	24.1	6.6	103,725	30,673	8,106	10,909	1,039	25,378	[illegible]
Tippah	19.9	.0083	33.2	10.3	14.1	17.8	29.6	7.1	75,434	30,963	2,533	9,993	3,127	18,735	2,340
Tishomingo	18.9	.0079	34.4	9.6	16.0	19.5	29.5	7.2	54,997	30,542	1,543	8,305	3,960	7,134	2,108
Tunica	9.2	.0038	25.8	10.4	12.6	12.2	26.3	3.0	29,788	5,467	1,663	4,845	847	7,393	1,820
Union	22.8	.0094	33.7	9.3	15.4	17.7	30.3	8.7	74,983	15,263	3,349	12,193	3,486	11,788	2,887
Walthall	14.2	.0059	31.2	9.7	13.4	16.7	28.3	4.8	30,546	3,798	1,343	3,634	879	9,749	1,256
Warren	53.6	.0223	30.1	10.7	16.8	17.5	24.3	19.0	253,577	67,071	22,730	37,637	8,863	54,537	11,467
Washington	72.0	.0299	28.1	10.7	15.2	15.4	24.1	23.6	347,539	71,788	19,795	60,994	17,298	79,573	10,869
Greenville	40.3	.0167	29.0	10.6	14.8	15.3	25.8	13.5	299,129	55,923	18,812	63,948	14,365	71,314	8,938
Wayne	20.7	.0086	29.2	11.4	15.5	17.5	23.5	6.8	63,208	18,422	2,762	5,399	4,608	10,543	2,970
Webster	10.1	.0042	36.1	9.7	12.7	17.7	33.7	3.6	23,509	6,609	872	2,128	1,180	7,306	1,288
Wilkinson	10.0	.0041	32.0	10.8	13.6	15.4	30.5	3.3	23,215	8,834	798	3,150	904	3,915	1,081
Winston	19.5	.0081	32.6	9.3	14.5	16.4	30.0	6.8	55,627	13,285	1,690	6,737	3,496	14,670	3,633
Yalobusha	13.7	.0057	33.4	10.2	13.7	15.2	32.5	5.0	60,405	33,131	2,433	4,516	2,250	5,898	1,346
Yazoo	27.2	.0113	30.7	10.3	13.4	15.6	28.7	9.3	99,361	30,350	4,093	9,323	3,609	19,508	4,443
TOTAL METRO COUNTIES	779.3	.3235	29.2	12.8	17.8	18.6	21.1	272.2	3,937,490	899,927	347,611	891,066	161,462	953,402	182,115
TOTAL STATE	2,647.3	1.0992	30.0	12.1	15.8	17.2	24.9	915.4	11,616,489	2,719,836	799,540	1,095,782	882,754	2,747,267	479,945

Survey of Industrial & Commercial Buying Power, published in April, provides data on 4-digit SIC Industries, both manufacturing and nonmanufacturing, as well as leading counties for the more than 400 customer industries listed that buy goods and services from consumer and industrial establishments.

MISS.
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BILOXI - GULFPORT	1,838,196	18,453	29.8	26.9	12.1	7.8	.0719
Hancock	241,386	16,630	30.8	23.9	10.4	6.6	.0095
Harrison	1,596,810	18,780	29.4	26.2	13.4	8.1	.0626
● Biloxi	472,384	17,290	33.1	24.8	10.0	7.1	.0195
● Gulfport	482,972	17,836	29.5	24.6	11.7	8.1	.0202
SUBURBAN TOTAL	943,840	19,385	28.0	27.0	13.4	8.1	.0322
JACKSON	4,004,889	21,888	28.3	26.2	14.5	11.6	.1582
Hinds	2,794,346	20,545	25.8	25.9	13.7	11.6	.1108
● Jackson	2,286,908	20,313	26.6	26.3	13.2	11.2	.0945
Madison	374,470	16,610	27.1	22.1	11.9	8.5	.0133
Rankin	835,993	26,016	22.3	29.3	19.1	13.4	.0261
SUBURBAN TOTAL	1,717,901	22,225	23.5	26.0	16.2	12.1	.0657
PASCAGOULA	1,267,945	24,508	23.3	31.9	18.2	10.4	.0452
Jackson	1,267,945	24,508	23.3	31.9	18.2	10.4	.0452
● Pascagoula	336,075	22,794	25.7	29.6	16.0	11.0	.0147
SUBURBAN TOTAL	931,870	25,054	22.4	32.8	19.0	10.2	.0305
OTHER COUNTIES							
Adams	316,322	15,751	24.6	22.8	11.1	7.7	.0154
Alcorn	293,186	16,029	28.9	24.4	9.6	5.6	.0116
Amite	104,891	15,538	26.4	21.3	11.2	7.3	.0037
Attala	124,520	12,680	29.1	21.7	5.3	3.2	.0053
Benton	55,170	15,641	31.2	25.0	7.3	4.7	.0019
Bolivar	276,776	12,274	26.7	17.8	6.5	6.3	.0122
Calhoun	97,230	12,873	31.8	20.8	6.5	1.9	.0038
Carroll	60,576	13,255	28.9	21.3	7.3	3.4	.0023
Chickasaw	117,784	14,461	30.9	25.8	6.0	2.9	.0053
Choctaw	52,443	12,732	31.8	18.4	5.3	2.7	.0020
Claiborne	75,238	12,364	22.6	17.0	10.8	5.7	.0028
Clarke	129,737	15,926	26.1	27.1	8.6	4.3	.0051
Clay	163,331	17,293	26.9	27.3	10.1	5.3	.0062
Coahoma	215,595	11,600	26.2	18.0	7.2	4.1	.0106
Copiah	187,561	13,850	28.9	21.9	7.3	5.2	.0074
Covington	113,740	13,467	29.4	20.8	7.4	5.3	.0043
☐ De Soto	564,233	24,915	22.1	31.4	19.3	8.7	.0189
Forrest	606,540	16,390	27.4	24.0	10.8	7.1	.0284
Hattiesburg	378,722	15,477	27.1	22.0	9.9	7.9	.0202
Franklin	63,422	14,641	24.4	22.0	11.9	4.3	.0020
George	139,990	20,963	23.4	30.4	13.0	8.5	.0050
Greene	64,699	15,022	27.3	26.2	9.6	2.4	.0023
Grenada	176,630	17,303	25.6	26.7	10.7	6.7	.0081
Holmes	103,303	8,429	24.3	12.4	4.3	1.7	.0055
Humphreys	61,320	7,991	22.8	12.3	4.1	2.4	.0032
Issaquena	14,089	10,400	27.3	13.9	4.5	6.0	.0005
Itawamba	134,120	18,611	30.9	28.3	6.2	2.5	.0046
Jasper	110,259	13,557	31.8	22.3	3.8	3.0	.0044
Jefferson	53,335	11,265	24.4	18.5	7.3	4.8	.0020
Jefferson Davis	98,425	14,852	29.1	21.5	8.9	6.9	.0035
Jones	504,196	17,245	28.8	27.5	9.7	3.6	.0222
Kemper	57,618	11,782	29.4	20.9	4.5	2.3	.0023
Lafayette	277,765	15,806	26.7	23.1	10.0	6.8	.0099
Lamar	225,714	19,817	34.2	29.0	11.7	6.8	.0073
Lauderdale	738,876	17,588	26.7	24.9	11.5	8.2	.0306
Meridian	461,700	16,753	25.5	24.0	10.6	8.4	.0217
Lawrence	106,958	17,687	34.5	24.8	12.0	8.4	.0037
Leake	110,587	11,547	30.9	18.6	4.7	3.0	.0048
Lee	589,360	18,761	28.9	29.8	10.5	6.4	.0261
Leflore	266,117	12,743	28.0	18.3	8.0	5.2	.0126
Lincoln	226,119	15,164	27.3	24.8	9.1	4.0	.0101
Lowndes	466,763	16,231	30.9	25.7	9.2	4.8	.0212
Marion	211,350	16,083	29.0	22.5	11.9	6.3	.0084
Marshall	184,661	13,718	29.2	22.6	6.6	3.6	.0073
Monroe	258,811	15,557	28.5	26.9	8.7	3.3	.0101
Montgomery	73,957	12,013	30.2	18.7	4.9	2.8	.0033
Neshoba	189,403	15,147	30.1	23.7	8.0	5.2	.0076
Newton	149,872	14,575	28.6	22.0	9.3	3.9	.0058
Noxubee	63,608	10,801	29.7	16.6	3.2	3.5	.0028
Oktibbeha	288,427	15,003	27.7	20.0	9.7	8.5	.0113
Panola	178,623	12,594	29.2	19.9	6.2	3.8	.0077
Pearl River	293,435	16,282	28.0	23.8	11.1	6.1	.0114
Perry	93,066	19,308	20.9	25.1	12.7	10.5	.0031
Pike	284,886	14,998	28.8	22.4	9.6	5.7	.0124
Pontotoc	150,671	13,832	32.1	23.3	5.7	3.1	.0058
Prentiss	176,295	14,423	31.1	25.0	5.5	3.7	.0067
Quitman	50,620	8,221	25.4	12.3	1.8	2.1	.0028
Scott	179,141	14,055	30.9	21.3	7.4	4.5	.0076
Sharkey	41,845	10,596	28.0	14.8	4.5	5.5	.0019
Simpson	191,979	17,152	27.8	26.2	11.9	5.6	.0072
Smith	111,625	14,582	28.9	21.9	10.0	4.8	.0040
Stone	84,820	20,078	24.0	27.9	13.6	8.6	.0032
Sunflower	187,001	11,188	27.9	18.0	5.5	3.4	.0086
Tallahatchie	77,098	8,889	24.8	13.1	3.6	3.2	.0034
Tate	126,644	14,052	29.3	25.2	5.9	2.7	.0043
Tippah	126,873	13,658	34.8	20.5	5.5	2.3	.0056
Tishomingo	122,213	13,521	34.6	22.6	4.4	1.9	.0048
Tunica	38,586	7,418	20.5	10.6	2.2	3.4	.0021
Union	168,576	14,780	30.4	26.5	5.9	3.4	.0065
Walthall	102,586	14,515	26.5	22.9	7.5	6.8	.0038
Warren	509,644	20,884	22.9	25.6	16.1	10.0	.0190
Washington	471,466	13,548	27.7	21.0	7.5	5.2	.0218
Greenville	264,600	13,456	28.3	20.3	7.7	4.7	.0145
Wayne	147,833	15,402	27.2	22.5	9.6	6.8	.0057
Webster	65,498	13,714	30.5	24.2	4.6	2.9	.0026
Wilkinson	65,039	14,571	29.0	21.5	7.8	5.3	.0025
Winston	138,947	14,755	29.7	24.8	6.9	4.5	.0052
Yalobusha	93,608	14,083	31.0	22.0	7.8	3.2	.0041
Yazoo	170,749	12,068	28.0	18.9	6.2	4.3	.0076
TOTAL METRO COUNTIES	7,675,180	21,063	25.9	27.4	14.8	10.2	.2962
TOTAL STATE	21,184,791	16,448	27.4	24.3	10.5	6.7	.8474

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MISSOURI

MO. S&MM ESTIMATES	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
COLUMBIA	108.8	.0452	26.5	25.3	20.6	15.6	17.4	39.0	364,228	126,378	52,337	74,819	23,853	133,602	18,039
Boone	108.8	.0452	26.5	25.3	20.6	15.6	17.4	39.0	364,228	126,378	52,337	74,819	23,853	133,602	18,039
• Columbia	65.4	.0272	24.8	33.9	18.9	13.3	17.1	23.0	320,771	113,496	50,290	74,490	22,982	121,136	17,940
SUBURBAN TOTAL	43.4	.0180	29.4	12.2	23.2	19.1	17.9	16.0	43,457	12,882	2,047	329	871	12,466	99
JOPLIN	134.3	.0558	34.0	10.9	15.2	18.4	30.1	50.3	827,761	179,013	64,072	123,558	29,515	217,725	17,467
Jasper	90.0	.0374	33.7	11.4	15.7	17.5	30.5	34.2	631,313	124,437	50,929	109,527	22,942	164,824	15,253
• Joplin	39.9	.0166	34.1	13.2	15.8	16.2	32.4	16.2	499,391	100,447	41,682	86,259	19,337	136,064	12,917
Newton	44.3	.0184	34.5	9.8	14.7	20.0	29.3	16.1	196,448	54,576	13,143	14,031	6,573	52,901	2,214
SUBURBAN TOTAL	94.4	.0392	33.9	9.9	15.1	19.3	29.1	34.1	328,370	78,566	22,390	37,299	10,178	81,661	4,550
KANSAS CITY	1,497.5	.6216	32.0	11.0	18.3	19.6	24.9	561.3	10,495,141	1,938,745	874,566	1,438,648	417,267	2,667,760	298,513
Cass	56.0	.0232	31.6	9.6	16.5	22.2	22.1	19.1	226,573	60,989	14,331	34,335	4,922	58,304	6,494
Clay	141.7	.0588	31.4	11.9	19.1	21.1	22.0	52.6	1,235,064	238,346	76,181	219,634	40,167	347,190	33,030
Jackson	632.4	.2626	32.4	11.6	18.0	18.3	27.0	245.6	5,194,437	883,350	491,072	651,964	197,108	1,335,599	132,524
Independence	114.2	.0474	32.7	11.3	17.6	19.5	26.5	43.6	884,317	164,874	75,937	123,873	23,810	294,958	25,370
• Kansas City	445.9	.1851	32.3	12.1	18.4	17.5	27.5	175.5	3,782,534	597,844	382,032	585,650	148,377	853,029	106,343
Lafayette	31.3	.0130	36.0	9.3	14.2	18.9	32.5	11.4	111,776	30,168	8,915	10,646	3,137	31,958	3,082
Platte	52.5	.0218	30.8	10.3	19.9	22.9	18.8	18.7	167,900	44,015	24,375	12,912	3,531	20,076	6,982
Ray	22.9	.0095	34.1	8.8	14.8	21.1	27.6	8.0	69,023	13,858	3,720	8,327	1,866	8,936	2,365
Johnson, Kans.	*307.6*	*.1277*	*31.8*	*7.6*	*20.3*	*22.0*	*21.5*	*115.2*	*2,398,790*	*402,316*	*172,900*	*348,408*	*133,989*	*619,660*	*52,456*
• Olathe	*49.3*	*.0205*	*27.6*	*13.4*	*25.2*	*18.4*	*12.9*	*16.7*	*322,632*	*71,520*	*20,083*	*32,548*	*10,632*	*107,913*	*3,772*
Overland Park	*89.7*	*.0372*	*32.6*	*9.2*	*19.3*	*23.5*	*21.9*	*33.8*	*1,018,901*	*113,856*	*66,311*	*232,691*	*59,328*	*277,619*	*21,082*
Leavenworth, Kans.	*58.4*	*.0242*	*31.7*	*10.9*	*18.3*	*21.2*	*22.8*	*18.4*	*203,396*	*47,966*	*13,751*	*22,014*	*8,444*	*65,461*	*4,900*
• Leavenworth	*35.1*	*.0146*	*31.6*	*12.0*	*18.5*	*20.3*	*23.4*	*11.1*	*171,326*	*39,504*	*11,858*	*20,487*	*6,835*	*54,539*	*3,978*
Miami, Kans.	*22.8*	*.0095*	*34.5*	*9.2*	*14.7*	*19.8*	*30.3*	*8.2*	*84,600*	*26,959*	*5,375*	*10,444*	*2,409*	*18,967*	*3,187*
Wyandotte, Kans.	*171.9*	*.0713*	*31.1*	*12.1*	*16.7*	*16.8*	*26.8*	*64.1*	*803,582*	*192,828*	*64,121*	*109,685*	*20,614*	*181,613*	*30,433*
• Kansas City	*160.0*	*.0664*	*31.1*	*12.3*	*16.6*	*16.6*	*26.9*	*60.2*	*755,685*	*181,984*	*62,508*	*109,443*	*20,232*	*156,203*	*29,883*
SUBURBAN TOTAL	807.2	.3350	32.4	10.0	18.1	21.4	23.8	297.8	5,462,964	1,039,873	398,145	680,320	231,191	1,516,076	149,537
ST. JOSEPH	86.7	.0360	33.8	11.4	15.3	16.8	31.4	32.1	578,198	134,022	44,543	95,492	20,234	156,306	13,348
Buchanan	86.7	.0360	33.8	11.4	15.3	16.8	31.4	32.1	578,198	134,022	44,543	95,492	20,234	156,306	13,348
• St. Joseph	75.0	.0311	33.9	11.6	15.4	16.1	32.1	28.1	562,110	131,995	43,097	92,625	20,036	154,385	13,306
SUBURBAN TOTAL	11.7	.0049	33.4	9.9	15.0	20.8	26.8	4.0	16,088	2,027	1,446	2,867	198	1,921	42
ST. LOUIS	2,416.7	1.0034	32.3	11.1	16.8	18.9	26.6	873.7	15,395,910	3,165,484	1,347,563	2,179,534	678,312	3,609,948	424,369
Franklin	77.9	.0324	31.5	10.5	15.5	19.1	25.5	25.8	422,113	105,488	26,150	30,780	12,367	111,447	11,714
Jefferson	164.4	.0682	29.5	10.7	19.1	20.6	18.9	52.9	556,072	158,601	29,405	70,117	14,653	112,579	10,673
St. Charles	168.8	.0701	29.3	10.6	19.7	21.9	16.9	55.2	820,728	168,630	59,593	107,840	27,568	202,171	14,508
• St. Charles	49.0	.0203	31.8	12.8	14.7	20.5	24.0	17.9	376,655	56,201	29,693	35,911	13,411	144,999	8,582
St. Louis	984.6	.4088	33.0	10.8	17.4	20.4	26.1	354.9	7,857,204	1,476,989	603,520	1,182,116	418,482	1,998,032	228,558
Florissant	57.1	.0237	32.0	12.6	15.9	21.1	24.1	18.7	353,351	115,461	27,880	20,062	15,181	104,516	16,464
University City	42.8	.0178	33.9	10.0	18.5	18.9	29.1	17.1	115,437	28,016	11,080	8,921	7,282	11,434	11,732
St. Louis city	430.4	.1787	34.0	12.1	15.3	14.4	34.0	170.9	2,713,749	629,335	375,379	285,956	88,316	492,714	87,915
• St. Louis	430.4	.1787	34.0	12.1	15.3	14.4	34.0	170.9	2,713,749	629,335	375,379	285,956	88,316	492,714	87,915
Clinton, Ill.	*34.5*	*.0143*	*30.9*	*11.8*	*18.1*	*17.1*	*26.8*	*11.9*	*130,132*	*26,845*	*10,921*	*4,631*	*8,363*	*35,522*	*1,967*
Jersey, Ill.	*21.2*	*.0088*	*31.8*	*12.1*	*14.8*	*18.7*	*26.6*	*7.2*	*68,456*	*13,820*	*6,219*	*11,418*	*2,484*	*20,473*	*1,845*
Madison, Ill.	*248.0*	*.1030*	*33.0*	*11.1*	*15.9*	*19.0*	*27.9*	*92.9*	*1,415,780*	*311,838*	*117,899*	*237,321*	*50,062*	*334,796*	*34,174*
• Alton	*33.0*	*.0137*	*34.0*	*11.1*	*14.9*	*15.5*	*33.0*	*13.0*	*314,172*	*40,132*	*25,461*	*90,534*	*14,582*	*69,956*	*6,168*
• Granite City	*35.7*	*.0148*	*33.0*	*11.5*	*15.6*	*18.2*	*28.7*	*13.6*	*219,115*	*57,168*	*20,700*	*17,609*	*4,273*	*38,348*	*9,127*
Monroe, Ill.	*21.1*	*.0087*	*33.8*	*10.4*	*14.7*	*18.5*	*28.7*	*7.5*	*82,295*	*22,848*	*7,380*	*14,369*	*1,834*	*18,337*	*2,378*
St. Clair, Ill.	*265.8*	*.1104*	*30.8*	*11.6*	*15.9*	*17.7*	*25.6*	*94.5*	*1,329,381*	*251,081*	*111,217*	*234,886*	*54,083*	*282,987*	*38,557*
• Belleville	*41.9*	*.0174*	*37.6*	*10.9*	*15.4*	*15.8*	*37.0*	*17.2*	*387,738*	*88,272*	*29,752*	*21,847*	*17,383*	*146,039*	*13,257*
• East St. Louis	*50.5*	*.0210*	*24.9*	*11.5*	*14.5*	*14.7*	*20.6*	*15.9*	*124,211*	*33,752*	*9,691*	*6,999*	*3,375*	*10,956*	*4,538*
SUBURBAN TOTAL	1,776.2	.7375	32.0	10.8	17.5	20.2	24.5	625.2	11,260,270	2,269,624	856,887	1,730,678	536,972	2,706,936	292,712
SPRINGFIELD	224.1	.0930	31.4	14.5	17.5	18.2	25.5	84.1	1,502,570	305,497	123,157	245,956	76,263	379,991	35,884
Christian	26.5	.0110	32.3	9.8	16.3	20.5	25.2	9.2	101,712	31,917	4,185	1,119	1,987	40,828	1,168
Greene	197.6	.0820	31.3	15.2	17.7	17.9	25.5	74.9	1,400,858	273,580	118,972	244,837	74,276	339,163	34,716
• Springfield	140.0	.0581	31.1	17.7	17.4	15.9	27.3	55.1	1,293,203	252,727	112,360	243,638	69,633	300,718	32,502
SUBURBAN TOTAL	84.1	.0349	32.0	9.3	17.4	22.1	22.6	29.0	209,367	52,770	10,797	2,318	6,630	79,273	3,382
OTHER COUNTIES															
Adair	25.5	.0106	28.0	24.5	16.5	13.9	24.5	9.3	162,956	39,372	14,003	17,428	7,216	37,487	2,010
Andrew	15.2	.0063	34.3	9.1	14.9	18.9	30.1	5.2	42,037	9,833	1,244	1,787	1,739	15,372	130
Atchison	8.4	.0035	37.1	10.0	14.2	16.2	36.1	3.2	44,481	13,323	2,970	387	656	6,283	392
Audrain	26.1	.0108	34.2	9.5	14.9	16.7	32.1	9.6	126,181	35,213	6,802	15,501	6,309	23,945	4,079
Barry	26.9	.0112	38.5	8.3	12.5	18.0	36.5	9.9	117,669	31,913	7,126	14,371	2,739	23,291	2,546
Barton	11.9	.0049	38.2	9.8	13.1	15.9	37.7	4.6	42,828	8,890	2,351	8,587	540	8,132	975
Bates	16.4	.0069	38.7	8.2	12.8	17.6	37.1	6.1	55,238	14,456	2,757	4,080	1,870	17,014	980
Benton	13.2	.0054	42.9	7.0	11.0	17.4	42.1	5.1	49,050	11,960	4,510	6,487	1,447	13,084	1,118
Bollinger	10.8	.0045	35.6	9.3	13.5	17.7	33.0	4.0	22,071	5,090	780	184	362	8,290	480
Butler	39.7	.0165	35.0	9.3	14.8	18.5	31.4	14.8	307,996	67,010	17,649	35,813	14,229	91,076	8,405
Caldwell	8.5	.0035	38.9	7.7	12.2	18.1	37.1	3.2	26,436	6,656	1,730	399	305	8,537	47
Callaway	34.5	.0143	31.0	13.6	17.1	18.0	25.1	11.5	118,059	28,628	11,891	13,099	3,505	16,927	2,336
Camden	23.3	.0097	40.0	8.3	13.4	19.1	38.3	9.2	180,848	40,456	13,477	12,043	5,769	34,941	1,618
Cape Girardeau	62.2	.0258	30.9	17.3	16.6	16.9	26.2	22.2	407,105	88,848	29,562	64,384	22,470	91,821	8,181
Carroll	11.7	.0049	37.5	8.6	13.6	16.5	36.5	4.6	40,491	11,208	2,333	3,227	1,418	5,958	1,412
Carter	6.0	.0025	34.2	8.8	14.6	18.8	30.0	2.0	11,287	2,793	1,741	406	133	247	139
Cedar	12.8	.0054	42.8	7.3	11.6	16.7	42.4	5.0	56,984	14,842	1,973	3,069	1,200	19,159	1,467
Chariton	10.4	.0043	39.2	8.7	13.0	16.4	38.4	4.0	31,162	9,023	2,086	2,666	1,384	6,897	640
Clark	8.5	.0035	34.3	9.2	14.4	17.6	31.3	3.0	29,949	4,700	1,872	3,803	380	5,093	834
Clinton	17.1	.0071	34.3	8.4	14.4	20.6	28.4	6.0	55,465	16,257	3,234	9,281	784	9,707	1,239
Cole	62.0	.0258	31.1	13.2	19.7	18.4	23.8	21.4	512,716	77,325	31,403	71,618	33,117	144,577	13,771

MO. (cont.)
S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
	POPULATION—12/31/85								**RETAIL SALES BY STORE GROUP 1985**						
Cooper	14.9	.0062	35.7	9.4	13.9	16.8	34.0	5.5	70,870	16,221	3,813	4,724	3,121	20,840	2,802
Crawford	20.3	.0084	35.4	9.1	13.2	17.7	32.8	7.2	82,463	17,461	2,558	10,196	1,837	14,153	1,353
Dade	7.5	.0031	41.8	7.7	12.1	16.2	41.7	3.1	16,032	5,391	740	336	476	1,385	635
Dallas	13.5	.0056	38.2	8.2	12.5	17.9	36.2	4.8	53,328	24,170	2,160	525	3,562	9,236	1,126
Daviess	8.9	.0037	38.6	8.3	12.2	16.7	37.5	3.4	13,865	3,538	888	878	338	4,161	348
De Kalb	8.5	.0035	37.7	8.5	13.0	18.4	35.2	3.1	17,760	3,811	2,593	293	872	4,736	
Dent	15.8	.0066	35.7	9.3	13.9	18.3	32.6	5.7	58,881	17,048	2,889	9,563	2,780	8,867	1,494
Douglas	12.8	.0053	36.0	8.4	13.6	19.1	32.2	4.7	29,331	5,126	1,688	8,863	980	3,620	1,273
Dunklin	36.9	.0153	35.0	9.0	13.7	17.7	32.3	13.4	178,727	38,218	7,005	28,957	8,577	44,664	5,320
Gasconade	13.9	.0058	40.0	8.5	12.6	16.5	39.3	5.3	58,777	13,160	2,772	7,920	2,885	14,423	1,851
Gentry	8.2	.0034	41.4	8.2	12.0	16.1	41.0	3.1	33,034	8,802	994	1,150	710	10,425	597
Grundy	12.1	.0050	38.2	8.7	14.1	17.7	36.5	4.7	63,472	20,025	5,450	8,425	1,118	11,293	1,509
Harrison	9.6	.0040	41.0	9.0	11.8	16.9	40.2	4.2	78,515	16,154	2,044	9,126	1,187	17,333	1,949
Henry	20.2	.0084	38.4	8.4	13.3	17.0	37.3	7.8	95,916	26,911	7,479	13,087	4,522	13,304	5,656
Hickory	7.2	.0030	46.9	6.2	10.2	15.9	46.7	3.0	10,167	3,434	1,071	75	428	827	182
Holt	6.8	.0028	40.7	7.4	13.1	15.3	40.8	2.7	27,644	4,040	905	371	151	11,572	80
Howard	10.0	.0042	35.7	12.9	13.1	15.5	35.3	3.6	29,996	9,556	1,723	1,132	1,023	3,811	1,297
Howell	31.8	.0132	36.0	8.8	14.0	19.0	32.4	11.8	172,222	46,383	8,886	21,744	5,842	43,783	5,216
Iron	11.9	.0049	35.0	8.6	13.9	18.2	31.7	4.0	40,054	12,680	2,106	1,924	1,773	11,854	1,422
Johnson	39.7	.0165	25.7	25.4	15.8	15.7	19.5	12.7	147,124	36,615	15,368	20,272	4,711	34,677	4,198
Knox	5.6	.0024	39.2	8.3	11.7	17.5	37.7	2.1	17,028	3,446	766	1,351	978	5,305	1,111
Laclede	26.7	.0110	34.6	9.4	14.6	19.1	30.3	9.8	150,433	32,798	9,458	15,188	3,888	28,907	2,015
Lawrence	31.5	.0131	36.4	8.6	13.3	18.3	33.6	11.6	104,038	30,363	6,007	9,690	2,916	33,245	2,097
Lewis	10.8	.0045	34.3	12.1	13.3	17.9	31.2	3.9	50,680	10,923	2,045	595	879	18,446	151
Lincoln	24.2	.0100	33.7	9.8	14.4	18.8	29.4	8.2	88,820	22,377	4,202	10,613	1,852	28,046	2,747
Linn	15.7	.0066	41.1	8.5	12.8	16.1	40.7	6.3	75,890	19,540	3,778	12,397	3,371	14,119	2,271
Livingston	15.8	.0065	36.5	8.8	14.2	17.2	34.7	6.0	108,844	25,474	5,874	14,766	5,629	23,360	2,088
McDonald	16.4	.0068	35.5	9.0	13.3	20.5	30.3	5.9	65,990	19,728	1,730	4,056	1,828	10,100	892
Macon	16.8	.0070	38.5	8.3	13.4	16.8	37.4	6.3	63,152	17,652	3,936	3,817	1,880	14,479	1,715
Madison	11.6	.0048	38.4	6.9	12.8	17.1	37.1	4.4	36,008	9,208	2,477	6,774	1,340	4,030	784
Maries	7.9	.0033	36.6	8.3	13.5	18.4	33.6	2.9	15,738	4,358	1,061	527	156	4,092	
Marion	28.8	.0120	34.4	9.9	15.2	16.1	33.0	10.7	181,576	49,486	11,941	18,550	4,647	48,366	4,593
Mercer	4.5	.0018	43.7	9.0	11.4	16.3	42.8	1.7	14,824	5,470	706		1,144	2,392	107
Miller	20.9	.0087	34.5	9.3	14.5	17.6	31.7	7.6	115,492	24,190	11,251	13,810	3,560	27,080	1,456
Mississippi	15.2	.0063	33.1	9.5	13.5	17.2	30.2	5.3	59,195	12,038	1,088	9,184	852	16,204	1,705
Moniteau	13.0	.0054	35.0	9.4	14.8	17.6	32.5	4.4	47,437	10,802	1,382	2,624	984	20,593	749
Monroe	9.8	.0041	36.1	9.5	13.4	17.4	34.1	3.5	32,432	11,377	1,455	2,297	1,186	4,887	1,236
Montgomery	11.8	.0049	37.7	8.6	12.3	17.7	35.8	4.2	53,015	15,821	4,145	2,006	1,089	10,874	576
Morgan	15.6	.0065	41.3	7.3	11.6	17.5	40.1	5.7	61,941	16,611	3,805	6,688	2,086	13,721	946
New Madrid	23.0	.0095	32.2	9.5	13.8	17.3	28.8	7.9	106,891	22,292	4,078	10,139	5,081	10,971	4,389
Nodaway	22.1	.0092	30.6	19.2	13.9	14.8	29.1	7.8	95,699	26,274	8,796	8,211	2,095	18,439	1,751
Oregon	10.8	.0045	37.8	8.0	12.9	17.8	35.9	3.9	45,684	12,087	1,225	817	581	13,012	1,378
Osage	12.6	.0052	32.1	10.9	13.6	16.2	29.8	4.1	47,928	6,005	1,355	886	368	28,039	
Ozark	9.0	.0037	38.9	7.9	12.7	18.0	36.8	3.4	22,464	6,168	985	257	472	6,995	166
Pemiscot	24.6	.0103	32.3	9.5	13.1	15.4	31.1	8.6	66,752	22,886	2,894	8,821	2,347	8,259	1,752
Perry	17.7	.0073	33.2	10.0	14.8	15.8	31.5	6.0	73,615	10,821	6,400	17,955	2,080	11,296	2,089
Pettis	36.8	.0153	35.1	10.4	14.5	18.1	32.0	13.8	216,296	45,061	15,971	25,353	7,820	64,503	5,785
Phelps	35.0	.0145	30.0	19.3	14.1	17.1	25.9	11.9	212,286	44,227	16,782	23,200	5,785	52,649	4,055
Pike	17.3	.0072	34.5	9.3	13.7	18.1	31.2	6.0	70,159	19,896	3,673	8,974	1,108	12,459	2,752
Polk	20.5	.0085	34.7	13.8	12.6	17.0	32.7	7.2	90,372	19,339	4,107	13,519	1,352	29,845	2,175
Pulaski	42.8	.0178	24.0	27.5	17.5	14.5	14.1	10.8	146,987	28,753	14,546	12,776	3,338	37,985	2,880
Putnam	5.9	.0024	40.5	7.8	11.3	17.5	39.4	2.2	17,402	5,958	570	600	123	3,858	546
Ralls	9.4	.0039	34.3	8.8	15.3	17.6	31.4	3.4	13,574	4,971	276	215	920	3,368	
Randolph	27.5	.0115	33.4	11.3	17.1	16.3	30.9	9.6	159,506	33,409	7,951	17,859	5,438	44,946	2,666
Reynolds	7.5	.0031	34.1	9.3	14.5	18.1	30.6	2.9	21,609	8,435	707	301	506	4,990	776
Ripley	13.7	.0057	36.1	8.4	12.1	18.2	35.7	5.0	45,391	15,581	1,462	2,686	1,351	12,257	1,179
St. Clair	8.9	.0037	41.3	7.5	11.4	16.7	40.9	3.4	34,817	6,539	2,127	382	489	9,781	304
Ste. Genevieve	16.1	.0066	32.0	10.5	14.6	18.1	27.5	5.4	50,313	10,825	5,286	1,802	1,624	13,328	1,378
St. Francois	45.1	.0188	34.8	9.5	14.2	18.2	31.6	16.1	213,093	46,169	11,875	37,076	8,077	48,889	5,966
Saline	24.9	.0103	35.4	10.2	15.0	16.6	33.9	9.4	126,092	27,459	7,295	21,351	3,899	27,692	9,472
Schuyler	4.9	.0021	38.7	8.5	12.8	17.4	37.2	2.0	16,471	2,998	907	62	837	6,436	
Scotland	5.3	.0022	39.5	8.0	11.5	16.8	38.7	2.1	23,633	5,996	1,431	1,321	727	3,613	500
Scott	41.6	.0172	31.4	10.5	16.1	18.0	26.2	14.6	218,667	45,735	16,534	36,991	7,664	52,615	4,568
Shannon	8.0	.0034	34.8	9.2	14.1	19.0	30.7	2.9	11,061	5,699	672	833	201	1,053	174
Shelby	7.7	.0032	39.5	9.1	12.2	15.7	39.4	3.0	20,386	6,741	1,197	1,230	944	1,039	1,335
Stoddard	30.0	.0124	35.6	9.3	14.2	18.9	32.0	11.0	133,922	25,196	7,981	14,849	3,676	47,580	3,725
Stone	18.0	.0075	42.0	6.9	11.9	18.3	40.5	7.1	38,920	13,151	3,068	1,124	1,027	7,386	518
Sullivan	7.2	.0030	41.0	8.0	12.3	17.1	40.1	2.9	13,021	3,879	400	744	465	1,304	34
Taney	24.5	.0102	41.7	10.6	11.5	16.6	41.3	9.6	142,128	29,262	23,507	18,745	3,094	20,973	4,198
Texas	22.3	.0092	36.4	8.9	13.1	19.2	32.8	8.3	97,787	22,432	4,044	7,816	1,166	30,947	2,012
Vernon	20.8	.0087	35.8	9.5	14.8	17.1	33.9	7.7	62,534	9,810	5,257	11,353	3,937	15,727	1,235
Warren	17.2	.0071	34.4	9.2	14.9	18.9	30.2	5.8	42,981	12,362	4,581	3,209	1,327	8,208	456
Washington	19.3	.0080	30.7	10.0	15.1	18.4	25.1	6.4	52,483	14,024	2,515	8,609	683	11,283	1,021
Wayne	12.5	.0052	39.5	8.3	11.6	18.0	37.7	4.7	28,377	10,105	1,180	1,291	1,396	7,216	819
Webster	22.3	.0093	32.8	9.4	14.6	19.9	27.0	7.5	56,091	13,680	4,117	5,247	1,240	10,182	1,548
Worth	2.9	.0012	42.7	6.8	12.0	16.1	42.4	1.1	8,836	2,981	541	217	694	1,941	123
Wright	17.1	.0071	36.3	9.0	12.9	18.1	33.5	6.2	37,260	11,290	1,671	7,915	807	6,068	1,639
TOTAL METRO COUNTIES	3,316.8	1.3771	33.3	11.8	17.5	18.9	26.1	1,220.6	22,847,296	4,544,660	1,996,675	3,153,651	961,992	5,606,626	642,483
TOTAL STATE	5,098.8	2.1161	32.9	11.6	16.3	18.4	28.1	1,860.5	30,762,784	6,411,888	2,510,812	4,065,880	1,201,441	7,888,996	836,391

MO.

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
COLUMBIA	**1,330,050**	**24,037**	**23.9**	**26.0**	**16.9**	**15.4**	**.0449**
Boone	1,330,050	24,037	23.9	26.0	16.9	15.4	.0449
• Columbia	775,422	21,331	25.9	22.7	14.7	15.5	.0305
SUBURBAN TOTAL	554,628	27,714	21.1	30.8	20.0	15.7	.0144
JOPLIN	**1,287,735**	**18,764**	**28.3**	**27.7**	**11.6**	**7.6**	**.0619**
Jasper	883,116	18,811	28.1	27.4	11.9	7.8	.0369
• Joplin	409,212	17,786	28.2	25.9	10.7	8.0	.0214
Newton	404,619	18,672	28.8	28.4	10.9	7.2	.0150
SUBURBAN TOTAL	878,523	19,205	28.3	28.6	12.0	7.4	.0305
KANSAS CITY	**19,851,816**	**27,736**	**20.3**	**27.8**	**19.6**	**17.3**	**.7040**
Cass	579,325	24,955	22.3	30.7	18.5	11.2	.0198
Clay	1,851,739	29,704	19.0	30.6	23.4	15.6	.0714
Jackson	8,057,082	25,422	22.0	26.9	18.0	15.7	.3081
Independence	1,492,733	29,064	19.8	28.0	23.0	15.5	.0551
• Kansas City	5,549,837	23,640	23.1	26.6	16.4	14.6	.2175
Lafayette	303,996	20,756	25.8	29.9	14.4	7.4	.0104
Platte	595,317	27,038	20.7	33.5	21.1	11.1	.0185
Ray	200,351	20,000	26.5	30.8	13.6	5.6	.0070
Johnson, Kans.	*5,369,196*	*36,379*	*14.4*	*26.1*	*23.3*	*29.0*	*.1730*
• Olathe	*667,566*	*32,642*	*17.0*	*29.5*	*25.7*	*19.6*	*.0230*
Overland Park	*1,589,614*	*38,390*	*13.1*	*25.7*	*24.9*	*30.7*	*.0577*
Leavenworth, Kans.	*640,867*	*26,677*	*21.1*	*29.3*	*20.9*	*12.3*	*.0207*
• Leavenworth	*380,657*	*24,606*	*22.8*	*28.8*	*19.2*	*11.0*	*.0134*
Miami, Kans.	*250,537*	*22,894*	*25.0*	*28.5*	*17.1*	*10.5*	*.0081*
Wyandotte, Kans.	*1,983,405*	*23,904*	*22.1*	*27.6*	*17.7*	*12.5*	*.0670*
• Kansas City	*1,840,374*	*23,530*	*22.3*	*27.7*	*17.4*	*12.1*	*.0624*
SUBURBAN TOTAL	11,393,387	30,519	18.3	28.4	21.6	20.0	.3877
ST. JOSEPH	**934,168**	**21,679**	**26.0**	**27.3**	**15.8**	**10.5**	**.0364**
Buchanan	934,168	21,679	26.0	27.3	15.8	10.5	.0364
• St. Joseph	798,827	21,023	26.6	27.2	15.3	9.8	.0326
SUBURBAN TOTAL	135,341	26,671	21.1	28.6	19.2	16.0	.0038
ST. LOUIS	**29,752,563**	**26,667**	**20.6**	**28.2**	**18.9**	**15.9**	**1.0637**
Franklin	697,899	21,698	23.2	31.8	15.3	7.2	.0279
Jefferson	1,696,410	27,795	19.7	34.9	22.5	10.4	.0559
St. Charles	2,097,260	32,733	15.8	31.5	26.8	18.0	.0690
• St. Charles	626,321	29,773	20.3	29.6	20.7	16.8	.0234
St. Louis	14,849,096	33,299	16.6	27.4	22.1	24.8	.5159
Florissant	767,429	35,339	13.4	30.0	26.1	24.6	.0260
University City	612,505	27,080	21.5	26.1	17.5	19.7	.0170
St. Louis city	4,403,466	17,960	26.9	24.3	12.3	8.9	.1726
• St. Louis	4,403,466	17,960	26.9	24.3	12.3	8.9	.1726
Clinton, Ill.	*347,559*	*23,018*	*24.3*	*31.5*	*16.4*	*9.5*	*.0119*
Jersey, Ill.	*199,373*	*21,571*	*26.9*	*33.4*	*14.4*	*6.3*	*.0069*
Madison, Ill.	*2,543,816*	*22,186*	*23.9*	*31.4*	*16.6*	*7.0*	*.0864*
• Alton	*299,611*	*17,429*	*27.0*	*29.2*	*11.3*	*4.3*	*.0149*
• Granite City	*360,454*	*21,412*	*23.6*	*30.9*	*15.8*	*6.4*	*.0141*
Monroe, Ill.	*217,068*	*23,720*	*22.8*	*32.2*	*17.0*	*9.0*	*.0073*
St. Clair, Ill.	*2,700,616*	*21,561*	*22.4*	*26.4*	*16.2*	*10.3*	*.0989*
• Belleville	*507,004*	*22,136*	*24.8*	*27.5*	*16.0*	*11.1*	*.0209*
• East St. Louis	*297,998*	*10,569*	*21.1*	*16.8*	*8.8*	*5.1*	*.0122*
SUBURBAN TOTAL	23,257,709	29,772	18.5	29.3	21.2	18.7	.8046
SPRINGFIELD	**2,410,630**	**20,972**	**26.6**	**28.5**	**13.9**	**9.9**	**.0939**
Christian	236,235	19,860	27.8	30.6	12.2	6.8	.0086
Greene	2,174,395	21,131	26.4	28.3	14.1	10.3	.0853
• Springfield	1,504,450	19,406	28.4	27.2	12.6	8.7	.0663
SUBURBAN TOTAL	906,180	24,135	23.3	31.0	16.3	12.3	.0276
OTHER COUNTIES							
Adair	233,417	16,584	28.9	24.7	10.8	6.8	.0097
Andrew	139,823	20,921	28.8	31.6	14.1	6.8	.0047
Atchison	78,432	17,919	30.7	29.4	8.8	6.2	.0030
Audrain	249,710	20,560	26.8	31.9	12.9	6.6	.0093
Barry	221,032	15,943	30.7	24.4	9.2	5.6	.0088
Barton	89,353	14,331	36.4	22.1	6.2	3.0	.0035
Bates	138,500	16,084	27.6	24.4	9.6	6.7	.0050
Benton	93,294	12,286	32.7	18.8	4.9	3.5	.0036
Bollinger	64,561	12,444	32.5	19.4	5.8	1.6	.0026
Butler	335,082	13,338	27.1	23.0	8.8	7.1	.0159
Caldwell	65,414	14,735	28.7	24.1	8.3	3.9	.0024

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Source: S&MM Survey of Buying Power, 1985

THE KANSAS CITY STAR COMPANY

MO. (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Callaway	349,353	24,574	22.2	32.0	17.9	9.8	.0116
Camden	240,106	18,849	31.4	26.7	11.4	8.9	.0095
Cape Girardeau	634,841	20,840	26.6	27.9	14.6	9.5	.0252
Carroll	94,686	14,620	30.8	23.2	7.5	5.3	.0036
Carter	39,702	14,225	32.5	22.0	7.4	4.2	.0014
Cedar	93,395	12,806	33.3	18.5	6.8	3.4	.0040
Chariton	76,971	13,224	29.9	21.1	6.7	4.3	.0030
Clark	68,056	16,618	29.8	23.8	8.8	3.9	.0025
Clinton	144,917	18,962	26.2	30.3	11.5	6.2	.0053
Cole	747,933	27,849	21.5	28.0	21.1	15.6	.0294
Cooper	121,865	17,080	31.1	27.4	9.4	4.3	.0050
Crawford	173,938	17,467	28.9	26.7	11.1	6.4	.0065
Dade	33,863	12,436	33.9	19.0	4.9	2.7	.0020
Dallas	86,734	11,979	31.6	17.9	5.5	3.8	.0038
Daviess	74,321	14,835	30.7	22.3	7.4	5.3	.0023
De Kalb	68,021	13,787	28.6	24.6	9.3	3.7	.0024
Dent	121,771	15,463	31.1	23.6	6.9	5.1	.0047
Douglas	89,543	13,212	32.7	20.2	5.7	4.1	.0033
Dunklin	294,557	15,101	28.7	22.8	8.9	5.9	.0122
Gasconade	121,781	17,336	29.2	27.7	9.8	5.3	.0047
Gentry	62,384	14,486	31.7	22.7	6.7	3.1	.0026
Grundy	103,234	16,386	29.9	25.7	9.0	4.9	.0042
Harrison	90,684	14,698	29.9	20.7	8.2	6.3	.0041
Henry	171,741	15,102	28.1	22.7	10.1	5.4	.0068
Hickory	45,862	10,782	32.0	16.2	3.5	2.1	.0016
Holt	63,746	17,808	29.0	27.4	10.6	6.4	.0023
Howard	84,015	16,214	28.2	26.6	8.2	6.1	.0031
Howell	247,335	14,938	30.1	24.6	6.4	4.6	.0107
Iron	109,846	20,340	26.7	24.9	17.2	8.5	.0037
Johnson	326,037	17,808	31.2	26.5	12.0	5.7	.0132
Knox	34,980	11,695	32.2	17.7	3.6	3.4	.0015
Laclede	226,905	16,314	30.7	25.5	9.3	3.8	.0095
Lawrence	243,962	15,482	32.4	25.2	8.5	3.6	.0092
Lewis	100,783	20,989	25.1	31.2	12.7	7.4	.0038
Lincoln	220,182	21,108	26.1	30.0	15.5	7.1	.0079
Linn	144,538	13,761	32.4	24.8	8.3	6.0	.0055
Livingston	143,774	16,975	28.5	25.3	10.9	6.1	.0061
McDonald	110,986	13,771	32.8	22.9	5.0	3.3	.0049
Macon	118,499	13,680	32.6	21.9	5.7	3.6	.0048
Madison	95,387	14,935	28.6	23.4	9.2	3.0	.0035
Maries	57,716	14,969	31.5	25.3	6.0	3.7	.0020
Marion	297,208	20,802	26.1	28.5	15.0	8.4	.0116
Mercer	35,211	14,577	29.1	23.5	6.9	5.7	.0014
Miller	186,508	18,335	30.1	27.3	12.3	6.4	.0074
Mississippi	111,779	14,057	29.8	20.1	7.3	6.3	.0046
Moniteau	89,924	14,887	33.4	23.6	8.8	3.3	.0037
Monroe	79,639	17,370	29.9	27.3	10.4	4.8	.0029
Montgomery	90,164	16,000	33.2	24.9	8.3	4.8	.0039
Morgan	113,989	14,096	33.7	21.4	6.9	4.1	.0046
New Madrid	177,996	15,046	27.2	28.9	10.6	6.4	.0074
Nodaway	216,937	19,318	28.1	26.7	12.2	9.4	.0079
Oregon	60,086	10,836	30.1	15.2	4.4	2.2	.0029
Osage	99,261	19,100	24.6	32.3	8.9	6.8	.0038
Ozark	63,535	13,070	33.8	20.0	4.9	4.2	.0024
Pemiscot	175,173	13,770	29.9	20.2	7.7	5.1	.0066
Perry	117,114	13,279	32.8	27.1	6.5	2.1	.0052
Pettis	378,080	19,686	28.2	26.7	13.3	9.2	.0143
Phelps	319,798	18,579	26.5	27.8	11.2	8.7	.0132
Pike	142,839	16,661	30.7	25.2	9.4	6.6	.0056
Polk	155,731	14,761	31.0	22.7	6.7	5.2	.0065
Pulaski	302,188	17,041	37.8	27.5	8.9	3.8	.0126
Putnam	31,088	13,727	29.3	23.9	9.5	6.2	.0018
Ralls	77,115	17,938	29.6	31.7	10.1	2.9	.0025
Randolph	233,807	17,613	27.9	26.3	11.5	6.6	.0099
Reynolds	60,084	15,268	24.5	27.3	9.9	2.7	.0021
Ripley	80,626	12,314	33.9	18.4	4.6	2.9	.0037
St. Clair	67,520	13,319	29.7	20.1	7.0	5.1	.0027
Ste. Genevieve	150,707	22,234	27.2	31.6	15.6	8.5	.0051
St. Francois	415,397	19,841	26.3	29.5	13.0	7.2	.0158
Saline	206,938	16,496	30.8	26.6	9.3	4.5	.0085
Schuyler	30,861	11,080	31.7	17.0	2.8	2.9	.0012
Scotland	35,646	10,839	29.8	13.8	4.6	4.3	.0016
Scott	359,245	18,296	26.6	26.9	12.8	6.6	.0146
Shannon	50,736	14,495	31.4	24.2	7.1	4.3	.0020
Shelby	57,020	13,631	32.9	22.3	5.9	3.7	.0020
Stoddard	233,421	15,116	31.1	23.4	7.8	5.3	.0096
Stone	136,048	16,123	34.3	24.6	8.6	5.2	.0051
Sullivan	41,385	9,643	29.9	13.3	2.5	2.5	.0017
Taney	227,905	17,123	34.8	25.6	9.6	5.9	.0091
Texas	135,538	13,291	37.8	21.3	5.7	3.4	.0068
Vernon	188,788	17,020	29.2	26.5	9.8	6.9	.0064
Warren	163,769	21,250	26.3	28.2	15.5	8.9	.0052
Washington	127,814	15,222	30.0	26.7	7.0	3.1	.0051
Wayne	79,808	11,228	31.3	17.2	4.6	2.6	.0031
Webster	176,625	16,963	28.1	28.3	8.7	5.2	.0062
Worth	18,988	11,612	31.6	17.7	5.3	3.1	.0008
Wright	130,839	13,408	30.5	19.8	4.9	4.6	.0044
TOTAL METRO COUNTIES	41,294,525	26,386	21.4	27.9	18.5	15.9	1.5036
TOTAL STATE	56,331,601	22,415	24.2	26.9	15.6	12.6	2.0902

Is a college dorm a 'household'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

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MONTANA

MONT. S&MM ESTIMATES — POPULATION—12/31/85 — RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BILLINGS	122.5	.0509	30.5	12.2	19.2	18.9	22.5	48.5	950,630	187,817	87,399	134,101	62,249	193,413	34,528
Yellowstone	122.5	.0509	30.5	12.2	19.2	18.9	22.5	48.5	950,630	187,817	87,399	134,101	62,249	193,413	34,528
• Billings	71.6	.0297	31.4	13.5	18.9	17.7	25.5	30.2	845,446	160,032	74,181	129,661	58,903	184,157	26,121
SUBURBAN TOTAL	50.9	.0212	29.3	10.3	19.8	20.6	18.1	18.3	105,184	27,785	13,218	4,440	3,346	9,256	8,407
GREAT FALLS	80.7	.0335	30.8	12.9	17.4	19.5	23.2	31.7	483,162	90,454	45,510	66,322	37,129	105,569	22,269
Cascade	80.7	.0335	30.8	12.9	17.4	19.5	23.2	31.7	483,162	90,454	45,510	66,322	37,129	105,569	22,269
• Great Falls	58.1	.0241	32.4	12.1	16.6	19.5	26.2	24.2	413,278	85,190	39,586	39,961	36,381	84,084	22,239
SUBURBAN TOTAL	22.6	.0094	27.1	15.2	19.1	19.5	15.5	7.5	69,884	5,264	5,924	26,361	748	21,485	30
OTHER COUNTIES															
Beaverhead	8.5	.0035	31.4	12.4	16.9	18.5	25.4	3.2	49,290	12,563	4,708	919	4,065	11,676	904
Big Horn	11.7	.0049	27.7	10.9	17.7	17.5	19.6	3.5	51,969	14,478	3,745	1,389	385	13,492	615
Blaine	7.4	.0030	29.8	10.2	16.1	16.3	25.4	2.7	27,849	9,449	2,096		473	7,845	663
Broadwater	3.6	.0015	33.1	8.8	15.5	18.9	28.2	1.5	11,124	3,714	1,581	138			1,055
Carbon	8.8	.0037	36.7	7.1	15.3	17.5	34.6	3.8	32,531	15,228	5,045	82	293	4,052	893
Carter	1.8	.0007	36.7	8.4	13.7	20.7	31.8	.6	6,121	2,141	519	262		93	254
Chouteau	6.0	.0025	34.0	8.6	15.9	17.6	30.7	2.2	20,238	6,259	1,646	164	311	4,090	660
Custer	13.4	.0056	32.4	10.8	15.9	16.8	29.1	5.5	90,108	21,667	9,885	6,700	3,415	9,679	3,311
Daniels	2.8	.0012	36.4	7.4	15.3	17.6	34.0	1.0	12,671	2,549	1,505		130	4,044	1,621
Dawson	12.6	.0052	29.5	13.0	17.7	17.2	23.1	4.8	110,405	22,143	7,748	4,804	4,991	24,629	3,558
Deer Lodge	11.2	.0046	34.2	9.2	15.3	16.8	32.3	4.2	44,753	13,578	4,878	643	928	12,379	4,019
Fallon	3.7	.0016	30.6	10.7	16.3	17.6	25.2	1.4	24,207	9,465	1,680	2,260	373	4,600	1,344
Fergus	13.1	.0054	34.7	9.2	15.0	17.1	32.4	5.2	57,088	18,101	5,018	713	3,303	12,218	2,251
Flathead	57.1	.0237	31.4	9.7	19.1	19.2	24.0	22.1	306,073	98,282	32,376	10,854	17,047	54,484	12,639
Gallatin	49.3	.0205	27.2	22.9	20.5	16.0	18.0	18.2	329,924	59,441	31,979	28,017	26,616	56,872	12,555
Garfield	1.7	.0007	31.8	10.6	16.2	17.7	27.2	.6	3,793	1,973	516	190			213
Glacier	11.2	.0047	28.7	10.7	17.2	17.0	22.2	3.7	59,627	13,358	4,303	3,586	1,592	11,758	2,194
Golden Valley	1.0	.0004	36.1	7.0	12.3	18.5	32.9	.4	1,152	447	329			64	
Granite	3.0	.0012	34.8	7.8	15.7	17.9	31.8	1.1	8,950	1,786	918			2,136	178
Hill	18.2	.0076	29.2	14.1	17.6	16.2	23.6	6.8	120,721	28,202	10,826	10,522	4,340	21,306	8,846
Jefferson	8.5	.0035	31.0	8.2	19.7	20.3	21.8	3.0	10,617	4,174	1,339	276	631	508	616
Judith Basin	2.6	.0011	35.1	7.6	15.3	19.2	30.8	1.0	4,496	1,478	761		73	736	
Lake	21.8	.0090	32.3	9.0	15.8	17.6	28.1	7.9	72,021	24,855	7,961	2,203	1,855	13,283	2,535
Lewis and Clark	47.5	.0198	30.6	11.8	19.8	18.8	22.6	18.9	276,372	74,285	31,050	15,880	16,504	54,909	11,095
Liberty	2.5	.0010	32.3	10.3	16.1	19.4	26.2	1.1	9,120	3,213	639		110	3, 28	516
Lincoln	18.5	.0077	30.3	9.2	17.7	20.8	21.0	6.6	67,661	25,913	6,384	2,822	996	9,976	2,100
McCone	2.7	.0011	31.5	8.7	15.3	17.6	27.0	.9	16,183	11,074	514	145		452	
Madison	5.7	.0024	36.1	7.9	15.6	18.9	32.7	2.2	23,154	5,421	3,464	79	282	2,273	1,572
Meagher	2.2	.0009	34.3	8.7	16.3	19.8	29.2	.8	8,543	2,827	757		70	2,916	143
Mineral	4.1	.0017	30.6	10.2	18.3	19.6	22.4	1.6	15,241	4,688	2,097		1,126	735	255
Missoula	77.5	.0322	29.4	15.9	21.3	18.9	18.9	30.9	490,878	103,516	45,983	56,552	28,613	102,706	15,387
Musselshell	4.8	.0020	34.2	7.2	16.9	15.7	32.9	1.9	14,623	3,647	1,715	602	489	1,107	55
Park	13.7	.0056	34.1	8.6	18.0	18.1	30.3	5.7	58,537	15,991	8,727	585	1,373	10,448	2,958
Petroleum	.7	.0003	31.4	9.1	16.0	17.7	26.6	.2	1,072	79	457				
Phillips	5.7	.0024	32.2	10.1	15.2	17.0	28.8	2.2	30,306	7,334	3,208	1,461	198	5,359	1,661
Pondera	6.9	.0029	32.4	9.3	15.2	18.4	27.7	2.5	34,377	8,232	1,967	1,813	1,672	14,322	1,440
Powder River	2.4	.0010	31.8	8.8	18.5	17.8	26.2	.9	6,292		665			3,455	730
Powell	7.1	.0029	32.6	11.1	19.6	19.2	26.1	2.4	33,629	8,898	3,405	737	802	7,370	1,356
Prairie	1.7	.0007	36.1	7.3	14.4	16.8	34.6	.7	4,626	817	567	157		1,538	149
Ravalli	26.4	.0110	34.2	7.1	16.0	20.4	28.4	10.1	57,719	17,526	7,089	1,657	1,643	8,886	2,037
Richland	13.4	.0055	29.1	13.1	17.8	16.1	23.4	4.9	111,616	22,733	12,736	8,151	4,986	25,456	3,509
Roosevelt	11.2	.0047	29.2	10.4	17.1	16.4	23.7	3.7	80,977	13,549	7,559	3,611	1,043	24,299	1,604
Rosebud	12.9	.0053	27.0	11.1	19.1	17.8	17.0	4.3	49,365	19,028	4,896	1,380	266	13,692	471
Sanders	9.3	.0039	33.6	7.7	16.4	19.0	28.7	3.8	17,957	8,048	2,183	699	237	795	1,254
Sheridan	5.5	.0023	35.2	10.0	14.8	16.6	33.6	2.1	37,389	11,379	6,183		4,170	1,497	705
Silver Bow	36.0	.0149	34.1	10.1	15.1	17.4	31.2	14.5	201,929	54,305	22,797	16,704	14,522	31,560	11,376
Stillwater	6.2	.0026	35.1	7.5	16.2	17.9	32.3	2.4	29,434	1,752	1,792	1,203	568	6,560	953

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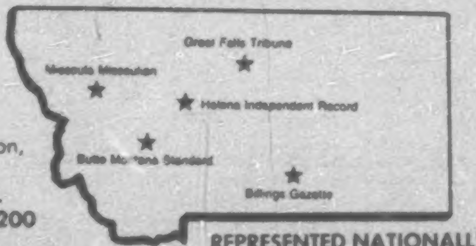

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MONT. (cont.)

S&MM ESTIMATES

POPULATION—12/31/85 · RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Sweet Grass	3.3	.0014	38.1	7.4	14.0	18.7	35.5	1.3	11,665	2,664	910	280	127	1,357	455
Teton	6.6	.0027	35.3	7.6	14.1	18.7	31.7	2.5	16,964	4,375	1,090	1,437	243	5,143	572
Toole	5.5	.0023	32.1	10.1	16.3	17.1	28.2	2.3	25,189	6,392	4,363	592	999	2,609	1,288
Treasure	1.0	.0004	34.0	8.1	15.8	19.4	29.0	.4	683	300	87				
Valley	9.7	.0041	31.6	9.4	16.1	18.5	26.0	3.8	69,213	15,771	5,821	3,738	2,432	12,024	1,696
Wheatland	2.4	.0010	36.0	7.3	15.2	17.6	33.6	.9	7,094	2,325	467	102	141	1,329	374
Wibaux	1.4	.0005	31.5	8.5	17.2	15.5	28.5	.5	9,617	3,299	968	997	343		245
TOTAL METRO COUNTIES	**283.2**	**.0844**	**30.6**	**12.5**	**18.4**	**19.2**	**22.7**	**80.2**	**1,432,792**	**278,271**	**132,989**	**288,423**	**99,378**	**298,983**	**56,797**
TOTAL STATE	**836.7**	**.3474**	**31.0**	**11.9**	**18.0**	**18.3**	**24.4**	**321.6**	**4,706,965**	**1,124,977**	**464,848**	**395,539**	**254,134**	**925,287**	**183,777**

MONT.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BILLINGS	**1,365,111**	**22,260**	**25.5**	**30.7**	**15.4**	**9.0**	**.0550**
Yellowstone	1,365,111	22,260	25.5	30.7	15.4	9.0	.0550
• Billings	835,574	21,015	26.4	28.3	14.7	9.2	.0391
SUBURBAN TOTAL	529,537	23,795	23.9	35.0	16.5	8.7	.0159
GREAT FALLS	**840,338**	**20,527**	**27.9**	**29.8**	**14.3**	**7.2**	**.0321**
Cascade	840,338	20,527	27.9	29.8	14.3	7.2	.0321
• Great Falls	639,654	20,809	26.4	29.5	15.1	7.4	.0251
SUBURBAN TOTAL	200,684	19,770	32.5	30.9	12.0	6.4	.0070
OTHER COUNTIES							
Beaverhead	69,876	16,167	30.9	26.3	8.2	5.1	.0030
Big Horn	80,416	18,011	29.9	27.6	11.7	5.3	.0036
Blaine	47,668	13,226	30.2	23.0	4.4	3.2	.0020
Broadwater	25,201	13,045	38.5	20.3	3.9	2.0	.0010
Carbon	73,978	15,116	33.8	25.7	5.6	3.6	.0027
Carter	9,280	11,381	30.8	17.7	4.3	2.5	.0006
Chouteau	53,392	18,049	33.3	28.1	10.0	6.9	.0018
Custer	121,872	16,229	28.3	25.9	10.4	5.1	.0052
Daniels	22,495	17,067	31.9	26.3	9.0	6.4	.0009
Dawson	136,919	22,325	25.7	33.8	15.5	6.8	.0058
Deer Lodge	102,741	19,975	25.6	33.8	12.1	4.1	.0036
Fallon	40,221	23,300	24.[illegible]	35.1	13.1	9.2	.0016
Fergus	100,172	14,209	31.4	23.5	7.1	4.2	.0042
Flathead	586,152	21,417	28.7	32.7	12.9	7.9	.0217
Gallatin	481,377	19,844	28.7	29.5	12.6	7.5	.0198
Garfield	13,419	15,682	36.4	19.9	9.8	7.3	.0005
Glacier	95,462	19,024	28.3	24.0	15.5	8.2	.0039
Golden Valley	6,963	14,059	36.3	21.2	5.0	3.3	.0002
Granite	23,067	16,038	28.6	28.8	8.0	3.5	.0008
Hill	196,104	22,116	27.0	26.7	17.1	10.4	.0077
Jefferson	61,866	16,782	35.1	28.0	7.5	3.8	.0021
Judith Basin	23,400	17,605	33.3	25.9	8.0	7.8	.0007
Lake	159,740	15,000	32.4	24.9	7.1	3.9	.0062
Lewis and Clark	510,788	21,752	27.1	31.0	15.8	7.4	.0189
Liberty	29,501	18,545	31.3	24.6	10.6	10.7	.0009
Lincoln	130,707	19,483	28.8	34.3	11.3	2.9	.0058
McCone	17,155	14,923	31.6	26.1	6.6	2.8	.0008
Madison	43,515	15,014	32.9	25.9	7.5	3.3	.0018
Meagher	15,257	13,967	31.8	24.7	5.1	3.9	.0007
Mineral	32,212	17,981	29.7	34.0	8.0	1.2	.0012
Missoula	831,265	20,581	27.6	29.9	13.5	8.1	.0318
Musselshell	36,230	14,455	31.3	23.7	6.9	2.6	.0013
Park	136,500	18,977	28.9	29.9	12.5	5.1	.0050
Petroleum	4,063	13,467	39.0	16.0	1.5	6.5	.0000
Phillips	40,998	14,538	34.5	24.0	5.4	2.5	.0020
Pondera	61,494	19,125	26.8	31.2	10.0	6.8	.0024
Powder River	18,215	15,080	35.4	26.4	7.9	3.4	.0006
Powell	51,961	17,118	34.6	28.3	8.0	4.3	.0023
Prairie	10,536	11,138	33.9	14.8	3.9	2.3	.0004
Ravalli	210,761	16,079	31.6	26.5	9.0	3.6	.0072
Richland	155,702	25,991	19.5	30.8	18.3	15.1	.0063
Roosevelt	96,944	19,936	30.0	30.5	10.3	9.0	.0043
Rosebud	111,026	20,589	25.5	26.3	18.1	6.7	.0042
Sanders	70,872	14,184	35.8	23.6	5.7	2.6	.0024
Sheridan	40,890	22,038	25.1	30.8	14.1	10.6	.0023
Silver Bow	344,629	18,611	25.1	29.4	11.6	6.0	.0135
Stillwater	48,319	16,000	31.8	26.4	10.2	2.2	.0020
Sweet Grass	22,965	12,702	33.8	21.6	5.5	2.2	.0010
Teton	58,099	17,690	30.2	26.9	9.8	6.4	.0020
Toole	57,340	18,455	28.4	28.3	11.2	7.3	.0019
Treasure	6,799	13,312	37.8	18.9	6.3	1.8	.0002
Valley	88,947	18,163	29.6	26.4	14.2	4.6	.0039
Wheatland	19,331	16,750	35.5	27.9	6.3	5.4	.0008
Wibaux	9,975	14,375	30.8	24.0	5.0	5.6	.0004
TOTAL METRO COUNTIES	**2,205,449**	**21,526**	**26.4**	**30.5**	**15.0**	**8.3**	**.0871**
TOTAL STATE	**8,083,226**	**19,417**	**28.2**	**29.2**	**12.5**	**6.8**	**.3150**

NEBRASKA

NEB.

S&MM ESTIMATES

POPULATION—12/31/85 · RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
LINCOLN	**206.4**	**.0857**	**29.4**	**18.5**	**20.0**	**16.5**	**22.4**	**79.7**	**1,118,391**	**212,483**	**120,598**	**161,922**	**51,230**	**241,353**	**41,343**
Lancaster	206.4	.0857	29.4	18.5	20.0	16.5	22.4	79.7	1,118,391	212,483	120,598	161,922	51,230	241,353	41,343
• Lincoln	183.3	.0761	29.2	19.7	20.2	15.8	22.4	71.9	1,085,870	207,567	113,924	161,576	50,276	238,144	41,252
SUBURBAN TOTAL	23.1	.0096	31.5	9.4	17.9	21.9	21.8	7.8	32,521	5,116	6,474	346	954	3,209	91
OMAHA	**612.4**	**.2543**	**30.3**	**12.1**	**18.6**	**18.8**	**22.4**	**228.3**	**3,837,235**	**735,871**	**368,981**	**517,170**	**259,757**	**886,591**	**114,369**
Douglas	412.8	.1714	30.7	12.3	18.7	17.9	24.1	158.7	2,904,388	568,162	296,671	395,479	245,096	632,169	83,229
• Omaha	343.4	.1426	31.7	13.0	17.0	17.1	27.3	136.2	2,691,778	502,927	270,317	390,666	237,498	560,275	81,904
Sarpy	96.3	.0400	27.2	12.3	20.9	22.9	10.9	30.8	315,391	60,431	25,264	67,428	4,652	75,461	6,956
Washington	15.7	.0065	32.6	10.8	18.5	19.8	26.5	5.7	49,452	8,986	3,066	3,840	1,839	15,404	588
Pottawattamie, Iowa	*87.6*	*.0364*	*31.8*	*11.0*	*16.0*	*18.3*	*26.5*	*33.1*	*568,004*	*98,292*	*41,980*	*50,403*	*6,180*	*163,557*	*23,629*
• *Council Bluffs*	*56.7*	*.0235*	*31.5*	*12.1*	*16.3*	*16.8*	*27.5*	*22.2*	*478,932*	*84,187*	*34,315*	*48,306*	*7,333*	*180,470*	*21,793*
SUBURBAN TOTAL	212.3	.0882	28.2	10.5	21.6	22.1	13.2	70.9	666,525	148,757	64,349	78,199	14,936	175,846	10,672

NEB. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
OTHER COUNTIES															
Adams	30.3	.0126	33.2	13.4	16.0	16.6	30.5	12.0	185,502	22,890	17,421	40,142	6,055	50,758	4,283
Antelope	8.6	.0035	35.2	8.2	14.1	15.6	34.5	3.2	38,122	4,515	2,252	1,741	793	16,919	887
Arthur	.5	.0003	36.9	9.0	11.8	21.4	31.6	.2	1,358	752	151				
Banner	.9	.0003	35.1	8.4	13.8	20.8	29.3	.3	95						
Blaine	.9	.0004	34.1	9.0	13.0	19.6	29.2	.3	2,233	97	98			487	
Boone	7.2	.0030	35.8	8.9	12.8	16.2	34.8	2.6	40,425	8,350	2,537	3,707	625	14,771	808
Box Butte	15.0	.0062	29.8	12.8	19.3	15.1	24.8	5.5	61,792	19,859	5,254	4,115	1,414	13,755	2,489
Boyd	3.3	.0014	43.2	8.9	11.3	15.4	42.6	1.3	7,514	2,607	572	396	186	1,368	
Brown	4.2	.0017	36.1	8.4	14.1	17.0	34.3	1.7	22,298	6,365	1,907	454	643	7,423	552
Buffalo	37.9	.0158	28.6	19.1	17.1	14.8	24.2	13.8	240,066	49,618	27,931	20,431	11,493	63,094	3,690
Burt	8.8	.0036	39.8	7.6	12.9	16.4	38.9	3.5	36,835	7,882	2,614	1,511	3,650	6,925	1,740
Butler	9.2	.0038	37.1	8.4	13.1	15.8	36.5	3.4	21,115	5,026	1,485	1,428	699	3,243	971
Cass	22.1	.0092	32.8	9.7	13.9	19.5	26.9	7.9	56,972	13,652	6,029	2,600	590	17,181	804
Cedar	11.1	.0046	33.1	9.2	13.0	14.5	33.1	4.0	28,051	6,286	2,136	432	899	5,913	678
Chase	5.0	.0021	34.3	8.1	14.4	17.7	31.3	1.9	27,475	7,938	1,311	422	746	12,656	910
Cherry	6.9	.0029	34.5	9.8	14.7	18.9	30.4	2.6	47,920	11,571	2,517	5,275	2,092	11,889	747
Cheyenne	10.0	.0041	34.9	10.4	14.1	17.1	32.8	4.0	125,816	15,156	4,795	12,819	1,778	18,219	4,532
Clay	8.1	.0034	35.3	9.2	13.8	16.9	33.4	3.0	27,615	6,178	2,172	187	503	11,707	92
Colfax	9.7	.0040	[illegible]	9.3	12.9	15.7	36.0	3.7	35,869	9,395	4,259	3,669	630	8,787	311
Cuming	11.5	.0048	34.9	9.1	13.1	16.5	33.4	4.1	58,163	12,415	3,738	1,016	789	20,391	1,302
Custer	13.7	.0057	37.8	7.8	13.7	16.5	36.8	5.3	80,958	14,668	4,164	9,370	2,207	23,030	3,544
☐ Dakota	18.1	.0075	29.5	11.1	18.8	17.1	22.5	6.5	64,896	11,877	8,521	765	4,573	13,053	1,541
Dawes	9.5	.0039	30.2	19.1	14.8	14.0	28.9	3.5	53,926	12,865	5,225	2,123	1,736	16,765	1,458
Dawson	23.2	.0097	32.6	9.5	16.5	17.5	28.5	8.8	147,775	27,243	10,836	9,656	4,615	36,654	4,386
Deuel	2.4	.0010	40.8	7.2	11.5	16.6	40.3	1.0	30,032	837	3,970		879	4,206	267
Dixon	7.1	.0029	35.3	8.9	13.4	16.2	34.1	2.7	11,708	2,855	1,637	240	333	2,668	454
Dodge	35.9	.0149	33.7	11.0	15.2	17.8	30.2	8	216,025	42,010	19,800	21,301	6,120	73,161	6,413
Dundy	2.9	.0012	40.7	8.2	13.6	15.4	40.5	1.2	11,090	1,767	766	583	153	3,821	231
Fillmore	7.7	.0032	38.1	7.5	14.0	16.9	36.9	3.0	36,022	5,800	4,182	4,566	1,456	5,756	1,381
Franklin	4.4	.0019	43.5	7.0	11.4	16.3	43.3	1.7	15,910	3,916	1,380	332	434	3,812	436
Frontier	3.6	.0015	34.4	11.4	14.1	17.9	31.3	1.4	11,475	2,016	392			3,544	198
Furnas	6.5	.0027	42.4	7.7	12.4	14.8	42.8	2.6	28,613	7,037	1,961	526	1,167	11,931	1,071
Gage	24.1	.0100	36.9	9.8	14.8	17.4	35.0	9.1	130,853	24,674	9,615	10,865	3,853	38,943	3,449
Garden	2.7	.0011	42.4	7.3	12.6	18.3	40.9	1.0	7,512	2,207	1,098	251	176	358	334
Garfield	2.5	.0010	40.0	7.0	11.8	18.0	38.8	1.0	16,529	3,762	190		256	2,218	678
Gosper	2.1	.0009	37.3	8.7	13.0	18.2	34.7	.8	3,887	1,103	790				
Grant	.9	.0004	32.0	9.8	16.1	18.6	26.7	.3	3,697	656	388	550	515	147	
Greeley	3.4	.0014	36.4	8.1	11.6	15.5	36.0	1.2	12,815	1,650	650	773	94	1,215	702
Hall	50.1	.0208	31.5	10.5	17.8	17.5	26.3	18.8	368,776	44,425	32,712	76,217	19,075	90,674	6,006
Hamilton	9.4	.0039	33.3	9.0	15.8	18.1	29.1	3.4	34,110	5,559	1,872	3,405	1,850	10,116	2,140
Harlan	4.3	.0018	40.6	7.2	13.2	16.5	40.1	1.7	20,511	3,636	1,569	1,306	1,021	6,116	446
Hayes	1.3	.0005	34.9	8.2	15.2	18.2	31.6	.5	4,172	1,603	677				
Hitchcock	4.1	.0017	36.2	8.5	14.1	16.0	35.3	1.5	8,195	2,329	664		162	1,108	127
Holt	14.0	.0058	32.9	9.5	14.6	16.2	30.8	5.1	76,420	17,548	3,440	7,783	2,081	21,264	1,446
Hooker	.9	.0004	38.4	8.7	13.0	16.9	37.0	.4	3,307	1,198	105	194		767	81
Howard	6.8	.0028	38.4	8.0	13.1	17.1	33.4	2.4	23,422	4,575	1,655	916	1,954	5,260	482
Jefferson	9.6	.0040	39.4	9.6	13.3	16.4	38.7	3.7	49,534	9,550	2,620	7,327	3,097	13,022	1,623
Johnson	5.0	.0021	40.9	7.7	11.7	16.5	40.4	2.0	18,571	2,173	1,405	1,463	1,165	2,281	704
Kearney	7.1	.0029	35.5	9.1	15.0	18.1	32.6	2.6	27,421	1,224	2,976	2,799	3,748	4,173	1,015
Keith	9.8	.0041	34.2	9.3	14.8	19.5	29.4	3.8	99,803	12,555	6,117	6,525	4,271	31,170	1,112
Keya Paha	1.3	.0005	35.0	8.8	13.0	18.5	31.5	.5	2,864	653	174				
Kimball	4.8	.0020	34.2	9.5	14.2	18.0	30.9	1.9	28,819	7,138	2,461	1,629	1,919	8,002	749
Knox	11.2	.0047	37.0	8.3	13.0	15.8	36.4	4.1	33,210	7,279	3,201	767	1,017	8,713	440
Lincoln	35.1	.0146	31.2	10.8	17.0	17.8	25.8	13.0	221,887	34,815	18,556	33,341	9,182	53,045	7,667
Logan	1.0	.0004	33.0	8.6	14.7	17.3	29.7	.4	965	245	159	320			
Loup	.9	.0003	37.5	9.9	10.8	19.2	34.1	.3	703	429	79				
McPherson	.6	.0003	37.7	10.0	10.8	16.9	36.0	.2	1,892	1,323					
Madison	33.6	.0139	31.7	13.2	16.5	15.9	28.7	12.6	215,095	47,381	14,929	25,908	18,736	42,061	6,937

There's nothing average about Omaha's sales per household

In fact Omaha's sales per household are higher than the national average in these retail sales categories:

- *15% higher in automotive dealer sales*
- *27% higher in major household appliances*
- *3% higher in eating and drinking place sales*
- *64% higher in furniture and sleep equipment*
- *8% higher in grocery and other food sales*
- *13% higher in building materials and hardware sales*
- *20% higher in general merchandise stores*

World-Herald Coverage
Metropolitan Statistical Area
Sunday 71% 160,604
Daily 60% 137,230
107 County Market Area
Sunday 39% 276,978
Daily 31% 217,861
March 31, 1986 Audit Bureau of Circulations' audit report.

Represented nationally by CWO&O.

Omaha World-Herald

For more information call [illegible], National Sales Manager, [illegible]

NEB. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Merrick	8.9	.0037	34.2	8.7	14.1	18.0	30.8	3.2	38,424	10,067	2,536	407	641	4,474	421
Morrill	6.0	.0025	35.0	9.0	14.2	17.5	32.5	2.4	16,551	2,896	905	1,847	184	7,158	161
Nance	4.4	.0019	36.7	8.5	12.7	16.2	35.6	1.7	9,798	3,951	1,226	492	207	568	103
Nemaha	8.6	.0035	34.6	12.2	15.6	14.8	34.6	3.2	31,946	5,984	3,140	3,793	578	8,039	952
Nuckolls	6.6	.0028	39.0	7.9	12.6	16.9	37.8	2.6	27,102	7,035	1,343	2,364	715	3,093	948
Otoe	15.4	.0064	38.0	8.3	13.4	16.7	36.8	6.0	89,102	22,587	5,255	8,989	1,542	27,936	2,252
Pawnee	3.7	.0015	46.0	6.8	11.0	15.7	45.7	1.5	13,096	2,890	598		635	4,123	454
Perkins	3.9	.0016	36.2	8.1	14.3	17.0	34.4	1.5	11,117	1,949	457	691	94	1,486	288
Phelps	9.9	.0041	35.9	8.7	15.2	17.6	33.5	3.6	76,408	14,353	3,706	3,413	3,557	21,481	2,612
Pierce	8.5	.0036	35.4	9.4	12.8	17.0	33.7	3.1	32,472	4,520	2,849	252	692	10,299	302
Platte	30.0	.0124	31.1	10.8	16.7	17.4	26.0	10.8	148,527	32,475	15,775	16,427	6,014	33,671	2,785
Polk	6.1	.0026	37.4	6.8	13.9	16.3	36.6	2.3	21,143	3,576	1,416	3,226	122	1,860	1,285
Red Willow	12.9	.0053	33.7	11.2	14.8	16.9	31.3	5.0	97,483	17,671	8,302	10,214	4,217	33,128	2,152
Richardson	10.6	.0044	40.8	8.1	12.5	15.9	40.8	4.3	54,549	13,328	3,758	4,905	2,377	14,945	1,849
Rock	2.4	.0010	35.5	8.0	16.8	16.8	30.8	.9	9,404	1,262	695	308		2,919	457
Saline	13.1	.0054	36.4	12.6	13.2	15.2	36.3	5.0	60,900	12,737	5,586	7,858	7,236	6,970	2,803
Saunders	19.2	.0080	34.5	8.5	14.7	18.2	31.1	6.9	64,016	18,164	4,595	3,182	7,242	10,800	1,022
Scotts Bluff	39.1	.0162	32.2	10.2	16.4	17.4	27.9	14.5	250,436	62,807	19,309	23,799	10,008	60,287	3,631
Seward	16.4	.0069	31.1	16.1	14.7	16.2	28.1	5.8	58,832	10,564	5,251	6,808	3,664	13,455	1,830
Sheridan	7.7	.0031	35.9	8.4	13.9	16.4	34.7	2.9	44,409	12,405	3,875	520	1,018	8,815	1,777
Sherman	4.1	.0018	39.0	7.1	11.4	15.9	38.4	1.5	9,747	1,683	789		1,030	1,649	363
Sioux	1.8	.0007	35.7	8.8	14.0	20.8	30.2	.7	3,373	398	78	1,435		789	
Stanton	6.8	.0028	30.2	9.9	16.4	17.2	24.9	2.4	6,409	887	1,923	222	70	440	
Thayer	7.5	.0031	40.4	7.5	13.0	15.6	40.4	2.8	42,849	9,450	2,486	1,575	103	7,714	1,941
Thomas	1.0	.0005	32.2	9.3	16.3	19.3	26.2	.4	3,393	464	333			1,388	
Thurston	7.4	.0030	31.5	9.4	13.7	16.8	28.4	2.4	30,043	5,163	1,281	612	659	5,748	917
Valley	5.7	.0024	38.2	7.7	13.5	15.9	37.7	2.2	26,117	5,857	1,314	2,543	360	3,254	1,093
Wayne	10.0	.0042	29.1	23.1	12.8	15.4	27.0	3.4	39,918	7,927	4,151	4,614	950	12,139	1,402
Webster	4.7	.0019	43.0	6.1	11.0	16.8	42.5	1.9	14,403	1,368	1,259		814	4,436	1,050
Wheeler	1.0	.0004	30.5	9.9	15.5	15.3	27.8	.4	909	339	460				
York	15.0	.0063	33.4	10.9	15.8	17.2	30.3	5.7	87,460	18,189	8,473	7,420	1,426	23,440	2,128
TOTAL METRO COUNTIES	749.3	.3111	29.9	14.0	19.3	18.1	22.0	281.4	4,452,518	862,139	456,120	629,454	307,380	977,449	132,434
TOTAL STATE	1,622.4	.6737	31.7	12.1	17.0	17.4	27.0	608.8	9,997,294	1,746,347	820,818	1,078,771	490,392	2,128,433	251,375

NEB.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
LINCOLN	2,895,531	27,402	21.2	28.6	19.1	17.0	.0928
Lancaster	2,895,531	27,402	21.2	28.6	19.1	17.0	.0928
• Lincoln	2,577,543	26,853	21.7	28.3	18.8	16.4	.0846
SUBURBAN TOTAL	317,988	31,562	16.3	32.0	22.0	20.5	.0082
OMAHA	8,129,004	27,245	21.0	28.8	18.9	16.6	.2785
Douglas	5,797,884	27,641	20.4	27.4	18.6	18.2	.2002
• Omaha	4,690,358	25,469	22.0	27.3	16.9	16.5	.1702
Sarpy	1,185,536	30,834	19.3	33.2	23.0	17.7	.0359
Washington	173,297	23,884	23.0	33.5	15.7	9.5	.0055
Pottawattamie, Iowa	*972,287*	*22,940*	*24.5*	*30.6*	*16.7*	*9.3*	*.0369*
• Council Bluffs	*623,953*	*21,649*	*26.0*	*30.1*	*15.8*	*7.8*	*.0262*
SUBURBAN TOTAL	2,814,693	31,825	17.3	31.3	23.6	19.6	.0821
OTHER COUNTIES							
Adams	338,373	21,087	25.2	30.5	13.9	8.2	.0126

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Antelope	61,115	13,482	29.8	20.9	6.9	3.8	.0026
Arthur	4,346	14,333	33.5	16.5	8.0	6.5	.0002
Banner	7,605	16,333	40.0	23.3	10.7	5.3	.0002
Blaine	4,936	11,733	37.4	14.3	3.0	4.0	.0002
Boone	49,598	11,971	29.4	19.7	4.2	4.8	.0023
Box Butte	154,327	22,144	25.6	32.6	15.6	7.0	.0054
Boyd	17,790	9,667	33.0	11.3	2.0	1.7	.0007
Brown	30,130	12,288	33.7	18.6	3.7	3.6	.0015
Buffalo	402,329	21,230	26.6	29.4	14.4	9.2	.0153
Burt	77,405	15,752	32.4	25.0	7.7	4.9	.0030
Butler	70,192	15,083	31.5	25.1	6.2	4.6	.0025
Cass	230,602	23,171	25.8	32.4	17.0	8.1	.0072
Cedar	83,942	13,894	32.6	20.5	6.6	5.3	.0030
Chase	41,972	16,214	29.8	26.3	8.6	4.8	.0017

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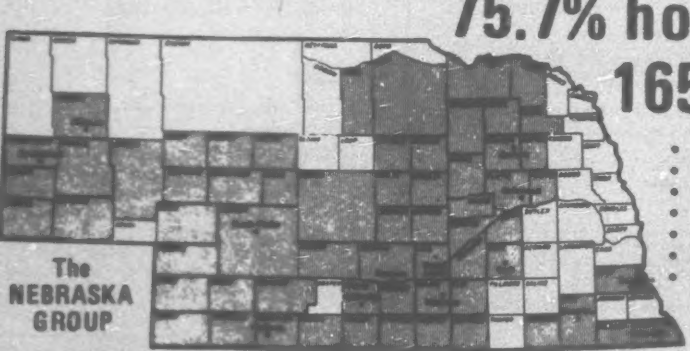
75.7% home county coverage!

165,842 daily coverage!



The NEBRASKA GROUP

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- BEATRICE SUN
- COLUMBUS TELEGRAM
- FALLS CITY JOURNAL
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- HASTINGS TRIBUNE
- HOLDREGE CITIZEN
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NEB. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Cherry	52,225	13,764	39.0	17.9	6.3	4.2	.0026
Cheyenne	112,285	21,437	23.5	29.2	13.9	9.7	.0035
Clay	70,444	17,687	29.2	28.5	10.5	5.0	.0025
Colfax	86,059	16,685	30.0	26.0	9.4	5.9	.0032
Cuming	89,067	15,683	32.6	26.5	8.9	5.3	.0037
Custer	112,725	15,109	33.2	23.6	6.4	5.3	.0030
☐ Dakota	181,213	22,508	24.1	35.7	14.2	7.3	.0061
Dawes	91,250	17,214	28.2	24.5	10.3	8.8	.0025
Dawson	240,553	21,028	27.0	34.0	13.9	6.4	.0094
Deuel	26,830	19,727	30.8	30.6	10.7	7.8	.0014
Dixon	53,160	13,742	31.8	22.3	6.4	4.2	.0018
Dodge	385,736	20,913	26.7	30.0	13.9	8.0	.0145
Dundy	27,034	15,811	29.8	24.4	8.3	5.3	.0010
Fillmore	65,056	16,057	34.4	25.6	7.8	4.4	.0025
Franklin	39,049	16,135	30.7	25.6	7.2	5.9	.0015
Frontier	34,224	17,317	31.0	26.0	8.8	7.7	.0011
Furnas	50,623	15,865	32.8	22.6	6.7	2.6	.0020
Gage	238,468	19,115	29.4	28.4	11.8	7.3	.0091
Garden	21,266	14,919	35.3	24.5	6.8	3.6	.0009
Garfield	14,662	10,529	33.5	13.7	4.8	.7	.0007
Gosper	19,292	17,810	29.1	28.0	10.0	6.3	.0006
Grant	5,254	13,167	37.6	19.4	6.3	1.3	.0003
Greeley	21,026	11,340	28.3	19.8	3.4	4.1	.0009
Hall	535,846	21,625	26.3	31.6	14.3	8.0	.0217
Hamilton	83,093	18,410	33.4	31.0	8.7	5.8	.0029
Harlan	39,824	16,822	27.4	24.5	11.0	5.7	.0016
Hayes	11,722	15,273	33.0	22.8	10.0	6.6	.0004
Hitchcock	33,364	16,558	33.4	26.1	8.7	4.5	.0011
Holt	94,390	13,357	34.5	20.7	5.6	3.1	.0045
Hooker	5,691	10,300	35.7	15.8	1.0	.5	.0003
Howard	46,459	14,288	37.1	22.6	6.3	2.7	.0018
Jefferson	90,334	17,661	29.9	27.7	10.9	4.6	.0034
Johnson	41,795	14,828	32.4	23.6	6.9	5.0	.0017
Kearney	75,013	21,015	27.5	30.1	13.4	9.4	.0024
Keith	110,463	22,611	25.6	32.6	15.1	8.9	.0051
Keya Paha	9,514	11,960	33.8	16.4	4.0	6.0	.0003
Kimball	57,340	22,293	26.5	29.6	13.2	11.4	.0021
Knox	85,219	14,329	31.7	21.5	7.9	4.6	.0031

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Lincoln	398,517	24,034	23.0	33.1	17.7	9.1	.0149
Logan	6,369	11,667	36.7	13.8	5.3	2.0	.0001
Loup	7,161	17,100	32.6	26.3	8.7	5.7	.0003
McPherson	3,873	13,429	32.5	23.5	1.5	3.5	.0002
Madison	359,972	21,408	25.7	29.6	14.6	9.1	.0138
Merrick	68,370	16,649	31.5	30.8	6.3	3.1	.0028
Morrill	38,554	11,420	33.0	17.7	4.3	1.8	.0016
Nance	36,239	15,327	31.9	24.5	7.6	4.2	.0012
Nemaha	100,422	21,584	23.7	27.3	15.3	11.6	.0032
Nuckolls	51,125	14,941	36.3	23.0	6.3	3.1	.0019
Otoe	162,256	19,879	26.5	29.5	12.4	7.8	.0062
Pawnee	25,432	11,968	33.0	18.3	4.9	2.1	.0010
Perkins	44,705	22,233	23.5	27.2	14.3	13.0	.0014
Phelps	107,631	21,696	25.3	28.4	15.9	9.6	.0043
Pierce	60,357	14,317	35.9	24.3	4.4	3.6	.0026
Platte	295,020	21,687	25.5	32.8	14.2	7.2	.0108
Polk	47,808	15,422	33.7	25.1	7.7	3.6	.0020
Red Willow	140,631	20,449	27.6	28.1	13.9	9.1	.0056
Richardson	83,740	13,696	34.2	20.3	7.0	3.4	.0035
Rock	20,933	16,559	33.6	23.6	8.9	6.0	.0009
Saline	134,991	19,965	24.9	31.0	12.4	6.6	.0048
Saunders	172,250	18,856	29.9	30.3	11.7	5.1	.0060
Scotts Bluff	380,080	19,193	29.8	28.7	11.8	7.3	.0154
Seward	176,040	22,302	25.7	32.9	13.3	9.8	.0059
Sheridan	59,772	13,882	28.0	23.6	6.6	5.3	.0025
Sherman	24,095	12,242	36.1	19.4	3.3	1.4	.0011
Sioux	19,059	19,050	30.2	26.8	11.9	8.7	.0005
Stanton	49,724	16,192	32.8	27.3	8.1	2.8	.0016
Thayer	66,171	17,436	29.7	29.3	7.9	6.0	.0028
Thomas	8,812	15,737	37.7	26.2	5.3	4.8	.0002
Thurston	51,617	15,160	33.2	23.1	7.7	4.8	.0023
Valley	42,098	13,366	34.6	19.8	6.2	3.4	.0017
Wayne	92,932	19,181	27.7	27.1	13.6	7.6	.0034
Webster	38,224	14,018	29.7	23.4	7.1	3.4	.0013
Wheeler	9,053	16,533	38.7	26.0	5.5	3.3	.0003
York	157,128	20,265	28.2	29.5	13.2	8.0	.0059
TOTAL METRO COUNTIES	10,233,461	27,718	20.7	28.7	19.1	17.4	.3405
TOTAL STATE	18,525,879	22,143	26.0	28.3	14.9	11.6	.6890

NEVADA

NEV.
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
LAS VEGAS	554.2	.2301	31.5	11.9	19.2	21.7	21.6	223.6	4,102,066	842,831	418,583	534,532	229,773	800,477	157,995
Clark	554.2	.2301	31.5	11.9	19.2	21.7	21.6	223.6	4,102,066	842,831	418,583	534,532	229,773	800,477	157,995
• Las Vegas	188.2	.0781	31.8	11.6	18.5	21.3	22.8	76.2	1,648,846	318,806	158,792	172,913	98,871	319,599	65,219
North Las Vegas	47.8	.0198	25.3	14.2	17.9	18.1	14.6	15.6	122,203	31,218	15,082	12,702	8,642	9,253	7,580
SUBURBAN TOTAL	366.0	.1520	31.3	12.1	19.5	21.9	21.0	147.4	2,453,220	524,025	259,791	361,619	130,902	480,878	92,776
RENO	217.4	.0902	32.4	12.8	20.8	21.1	23.4	92.5	1,999,162	301,696	170,229	326,122	83,941	370,848	58,219
Washoe	217.4	.0902	32.4	12.8	20.8	21.1	23.4	92.5	1,999,162	301,696	170,229	326,122	83,941	370,848	58,219

LAS VEGAS PERSPECTIVE
1986

1986 MARKET BOOK
LAS VEGAS PERSPECTIVE
Latest demos on the growing Southern Nevada area
LAS VEGAS REVIEW-JOURNAL
Nevada's Largest Newspaper
105,478 Daily 122,090 Sunday
[illegible]

NEV. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
● Reno	108.0	.0448	33.0	14.5	21.5	19.4	26.2	50.2	1,411,368	232,336	117,231	236,744	67,977	308,851	33,172
Sparks	49.6	.0206	31.0	12.5	21.0	21.1	20.6	19.8	358,297	98,708	27,891	71,816	10,284	42,250	14,582
SUBURBAN TOTAL	109.4	.0454	31.7	11.0	20.2	22.8	20.6	42.3	587,794	149,360	52,998	89,378	15,964	61,997	25,047
OTHER COUNTIES															
Carson City	36.3	.0150	33.9	10.4	18.5	21.7	26.2	14.8	312,332	75,178	26,953	24,225	12,025	65,511	21,170
Carson City	36.3	.0150	33.9	10.4	18.5	21.7	26.2	14.8	312,332	75,178	26,953	24,225	12,025	65,511	21,170
Churchill	15.4	.0064	32.7	11.5	15.6	19.0	27.3	5.9	95,828	29,820	7,326	1,807	3,649	25,291	183
Douglas	23.4	.0097	33.5	8.1	21.4	22.5	24.3	9.4	96,163	26,706	7,197	79	4,173	5,731	2,148
Elko	21.0	.0087	31.7	9.7	17.1	21.1	23.3	8.4	180,119	37,064	16,315	4,998	4,248	33,188	10,023
Esmeralda	1.1	.0005	36.1	8.7	15.4	18.9	32.8	.3	6,046	83	687	1,393			
Eureka	1.4	.0005	31.0	11.2	17.9	20.1	22.7	.5	3,890	1,227	694			351	
Humboldt	11.5	.0048	31.2	10.9	18.5	20.4	22.5	4.4	116,566	31,685	10,933	1,360	1,683	12,021	
Lander	4.8	.0020	28.1	13.5	20.0	20.0	16.1	1.9	18,580	6,201	2,693		189	1,731	1,153
Lincoln	3.9	.0016	30.3	8.7	13.8	17.8	25.8	1.4	9,041	1,875	1,077	2,162	83	391	296
Lyon	16.6	.0069	34.4	8.3	15.7	20.0	29.1	6.5	68,515	24,209	4,752	1,687	1,405	10,047	1,381
Mineral	6.1	.0026	34.0	8.5	15.2	19.8	28.7	2.5	33,681	10,177	1,925	2,979	180	4,024	560
Nye	14.5	.0060	33.4	10.1	15.8	20.9	26.6	5.8	63,051	19,885	5,212	570	297	10,378	1,815
Pershing	3.6	.0015	33.4	10.9	15.8	19.8	27.7	1.4	39,113	6,310	3,402	975	110	2,552	143
Storey	1.7	.0007	34.1	11.1	18.0	22.2	26.1	.6	4,693	610	1,464		93	146	
White Pine	8.0	.0034	33.9	7.7	16.0	19.3	28.9	3.2	50,148	15,050	4,228	2,705	1,554	8,037	1,563
TOTAL METRO COUNTIES	**771.6**	**.3203**	**31.7**	**12.2**	**19.5**	**21.5**	**22.2**	**316.1**	**6,101,228**	**1,224,527**	**588,812**	**860,654**	**313,714**	**1,171,325**	**216,214**
TOTAL STATE	**940.9**	**.3906**	**32.0**	**11.7**	**19.3**	**21.4**	**22.7**	**383.1**	**7,198,994**	**1,510,607**	**683,670**	**905,594**	**343,403**	**1,352,724**	**256,649**

NEV.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
LAS VEGAS	**6,590,562**	**24,007**	**25.2**	**29.4**	**16.3**	**12.9**	**.2519**
Clark	6,590,562	24,007	25.2	29.4	16.3	12.9	.2519
● Las Vegas	2,187,092	23,103	24.6	28.5	16.1	12.1	.0901
North Las Vegas	388,674	21,053	29.0	31.4	13.8	7.4	.0135
SUBURBAN TOTAL	4,403,470	24,458	25.5	29.8	16.5	13.3	.1618
RENO	**2,936,766**	**25,751**	**24.4**	**28.8**	**17.6**	**15.6**	**.1136**
Washoe	2,936,766	25,751	24.4	28.8	17.6	15.6	.1136
● Reno	1,488,229	23,094	26.9	28.0	15.1	13.8	.0659
Sparks	623,839	28,054	23.1	29.6	21.9	14.6	.0230
SUBURBAN TOTAL	1,448,537	28,898	21.5	29.3	20.6	17.9	.0477
OTHER COUNTIES							
Carson City	434,515	24,842	23.9	30.2	17.1	13.1	.0174
Carson City	434,515	24,842	23.9	30.2	17.1	13.1	.0174
Churchill	132,934	17,475	32.0	25.9	10.7	6.1	.0057
Douglas	320,566	26,759	22.0	33.9	18.2	14.1	.0098
Elko	241,017	23,037	24.0	29.5	14.9	13.1	.0099
Esmeralda	10,665	31,400	18.4	25.9	19.7	22.7	.0004
Eureka	13,922	22,125	23.6	27.2	11.8	14.4	.0004
Humboldt	99,861	16,229	33.3	23.8	11.0	5.8	.0053
Lander	55,733	25,667	19.7	33.2	19.3	11.3	.0018
Lincoln	31,425	18,750	29.4	28.9	11.3	6.1	.0011
Lyon	163,222	20,526	27.2	28.6	14.4	8.2	.0058
Mineral	69,756	23,232	23.5	31.7	13.9	11.6	.0024
Nye	154,031	22,867	23.5	29.0	18.0	9.2	.0053
Pershing	42,136	23,062	22.4	27.1	12.2	17.9	.0019
Storey	16,632	23,286	26.3	33.1	15.5	8.7	.0005
White Pine	96,156	24,706	21.6	28.3	18.4	13.7	.0035
TOTAL METRO COUNTIES	**9,527,328**	**24,511**	**25.0**	**29.1**	**16.7**	**13.7**	**.3655**
TOTAL STATE	**11,409,899**	**24,180**	**25.0**	**29.2**	**16.5**	**13.3**	**.4367**

NEW HAMPSHIRE

N.H.
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
MANCHESTER - NASHUA	**301.9**	**.1254**	**31.5**	**11.1**	**18.6**	**19.5**	**24.0**	**110.1**	**2,507,541**	**470,846**	**206,717**	**424,481**	**120,803**	**524,488**	**60,760**
Hillsborough	301.9	.1254	31.5	11.1	18.6	19.5	24.0	110.1	2,507,541	470,846	206,717	424,481	120,803	524,488	60,760
● Manchester	96.8	.0402	32.7	12.9	17.3	16.2	29.9	38.7	1,005,438	140,353	90,715	194,530	50,411	250,513	24,690
● Nashua	74.1	.0308	31.4	11.6	19.2	19.5	23.6	28.3	761,601	118,294	56,250	114,442	37,958	202,788	16,254
SUBURBAN TOTAL	131.0	.0544	30.7	9.5	19.2	21.9	19.8	43.1	740,502	212,199	59,752	115,509	32,434	71,187	19,816
PORTSMOUTH - DOVER - ROCHESTER	**310.5**	**.1289**	**30.8**	**12.8**	**19.0**	**19.6**	**22.5**	**112.3**	**2,284,942**	**500,551**	**203,068**	**181,146**	**102,047**	**500,809**	**60,602**
Rockingham	219.0	.0909	31.2	10.7	20.1	20.4	22.0	79.6	1,766,715	366,157	161,780	153,992	86,583	377,563	47,321
● Portsmouth	29.2	.0121	29.1	16.6	20.3	15.8	22.2	11.0	471,649	55,376	52,402	20,410	18,308	129,208	7,487
Strafford	91.5	.0380	29.8	17.8	16.5	17.6	23.8	32.7	518,227	134,394	41,288	27,154	15,464	123,246	13,281
● Dover	23.2	.0096	31.8	15.5	16.9	17.5	27.0	9.1	195,469	45,626	20,717	7,731	11,269	43,711	5,041
● Rochester	23.1	.0096	32.8	10.7	16.6	18.7	27.7	8.7	208,448	60,221	9,448	16,092	2,994	46,393	5,563
SUBURBAN TOTAL	235.0	.0976	30.8	12.3	19.3	20.3	21.6	83.5	1,409,376	339,328	120,501	136,913	69,476	281,497	42,511
OTHER COUNTIES															
Belknap	47.0	.0196	33.6	9.5	17.5	18.4	29.2	17.8	453,365	107,932	40,354	24,362	15,538	124,011	9,633
Carroll	31.9	.0132	36.5	8.3	17.1	18.2	33.7	13.3	276,990	62,557	33,331	17,777	12,440	32,650	5,308
Cheshire	64.7	.0269	32.4	12.6	17.0	18.2	27.4	23.5	396,293	80,428	30,867	35,383	9,467	90,025	7,071
Coos	34.0	.0141	34.5	9.5	15.5	17.6	31.6	13.0	221,182	54,968	14,734	16,957	5,728	47,264	6,431
Grafton	69.0	.0286	31.3	16.5	17.2	17.3	26.3	25.3	585,240	183,364	46,020	48,893	24,974	91,832	9,267
Merrimack	104.5	.0434	32.6	11.0	18.5	18.7	26.8	33.3	708,482	185,435	61,209	68,494	15,957	158,293	16,309
Sullivan	37.2	.0155	33.3	9.5	17.3	18.1	29.0	14.6	200,963	49,005	9,734	16,017	6,387	43,230	8,798
TOTAL METRO COUNTIES	**612.4**	**.2543**	**31.1**	**12.0**	**18.8**	**19.5**	**23.2**	**222.4**	**4,792,483**	**971,397**	**409,785**	**605,627**	**222,850**	**1,025,297**	**121,362**
TOTAL STATE	**1,000.7**	**.4156**	**31.8**	**11.8**	**18.2**	**19.6**	**25.2**	**363.2**	**7,634,998**	**1,695,086**	**646,034**	**833,510**	**313,341**	**1,612,602**	**184,179**

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N.H.
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
MANCHESTER - NASHUA	**4,190,087**	**31,088**	**18.4**	**26.8**	**20.7**	**22.5**	**.1539**
Hillsborough	4,190,087	31,088	18.4	26.8	20.7	22.5	.1539
• Manchester	1,256,705	25,752	22.2	27.8	17.9	15.5	.0521
• Nashua	1,098,408	32,108	17.7	26.5	21.6	23.5	.0421
SUBURBAN TOTAL	1,834,974	35,304	15.4	26.1	22.6	28.0	.0597
PORTSMOUTH - DOVER - ROCHESTER	**4,092,179**	**29,772**	**18.8**	**28.6**	**20.5**	**19.8**	**.1480**
Rockingham	3,027,149	31,370	17.8	28.0	21.5	21.9	.1103
• Portsmouth	357,203	24,088	25.8	30.4	16.9	12.8	.0189
Strafford	1,065,030	26,016	21.2	29.7	18.5	14.7	.0377
• Dover	286,413	25,362	21.5	29.3	17.4	15.0	.0112
• Rochester	266,359	25,712	21.4	31.6	19.3	12.1	.0112
SUBURBAN TOTAL	3,182,204	31,547	17.3	28.0	21.6	22.0	.1067
OTHER COUNTIES							
Belknap	484,494	21,086	27.9	30.3	14.3	8.3	.0223
Carroll	344,464	19,405	31.0	29.4	10.8	8.1	.0147
Cheshire	716,254	24,049	24.2	32.2	16.5	11.1	.0267
Coos	335,493	20,901	26.1	31.4	13.3	7.5	.0136
Grafton	752,281	21,883	27.1	30.5	13.3	11.1	.0317
Merrimack	1,245,943	25,549	23.3	31.5	17.7	13.6	.0461
Sullivan	394,804	21,673	27.0	32.1	14.7	7.6	.0144
TOTAL METRO COUNTIES	**8,282,266**	**30,409**	**18.6**	**27.7**	**20.6**	**21.1**	**.3019**
TOTAL STATE	**12,536,999**	**26,965**	**21.5**	**29.1**	**18.4**	**16.9**	**.4714**

NEW JERSEY

N.J.
S&MM ESTIMATES

POPULATION—12/31/85

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
ATLANTIC CITY	**305.1**	**.1266**	**35.8**	**10.8**	**15.1**	**16.6**	**34.4**	**118.8**
Atlantic	209.6	.0870	34.6	11.1	15.5	17.1	32.3	79.7
• Atlantic City	37.7	.0157	40.4	10.0	12.6	14.2	41.1	16.2
Cape May	95.5	.0396	38.9	10.2	14.1	15.5	38.8	39.1
SUBURBAN TOTAL	267.4	.1109	35.3	10.9	15.4	16.9	33.5	102.6

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ATLANTIC CITY	**2,276,243**	**484,932**	**320,495**	**202,991**	**91,137**	**392,788**	**67,342**
Atlantic	1,531,554	296,835	185,965	157,768	68,840	242,257	43,239
• Atlantic City	391,156	36,424	63,343	16,482	5,630	55,398	10,812
Cape May	744,689	188,097	134,530	45,223	22,297	150,531	24,103
SUBURBAN TOTAL	1,885,087	448,508	257,132	186,509	85,507	337,390	56,530

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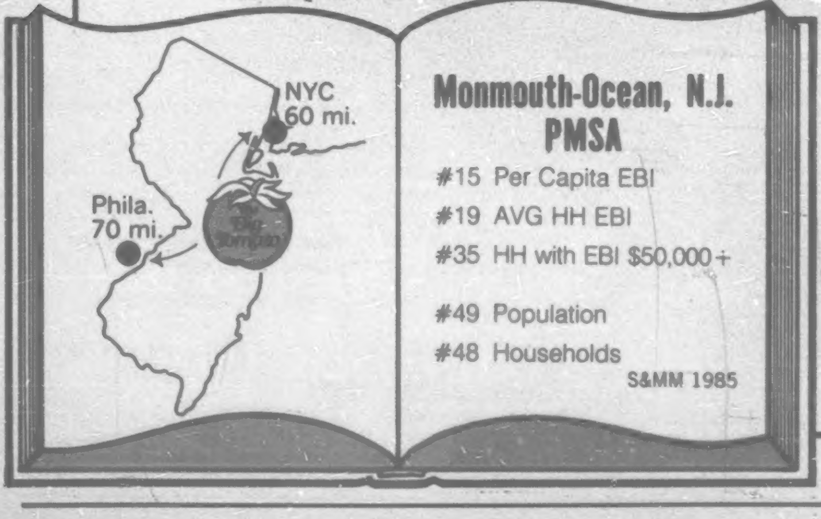
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Big Tomato

Monmouth-Ocean, N.J. PMSA
#15 Per Capita EBI
#19 AVG HH EBI
#35 HH with EBI $50,000+

#49 Population
#48 Households
S&MM 1985

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Means Food Sales

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Source: Progressive Grocer Marketing Guidebook 1985

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JERSEY 1 NETWORK

N.J. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BERGEN - PASSAIC	**1,293.4**	**.5371**	**35.7**	**10.3**	**16.0**	**20.3**	**30.6**	**476.7**	**10,080,540**	**1,919,563**	**909,171**	**1,143,155**	**659,399**	**1,941,861**	**294,094**
Bergen	842.1	.3497	36.9	10.0	15.7	20.9	32.0	315.6	7,145,874	1,439,344	622,663	743,978	479,774	1,470,192	230,819
Passaic	451.3	.1874	33.4	10.9	16.3	19.2	28.2	161.1	2,934,666	480,219	286,508	399,177	179,625	471,669	63,275
Clifton	75.6	.0311	40.7	10.5	15.8	16.7	39.8	30.4	550,951	117,387	68,166	20,981	11,879	112,923	10,436
Passaic	53.8	.0223	32.0	10.9	17.0	17.9	27.0	20.5	209,317	17,477	16,726	5,477	11,095	23,394	7,329
• Paterson	136.4	.0566	29.7	11.6	17.0	17.8	23.2	47.5	470,981	103,572	33,632	27,054	31,234	97,826	16,751
Wayne Township	47.7	.0198	36.3	10.3	13.4	23.7	28.4	15.3	870,581	73,452	83,081	311,479	68,809	97,901	9,894
SUBURBAN TOTAL	1,157.0	.4805	36.4	10.1	15.9	20.6	31.5	429.2	9,609,559	1,815,991	875,539	1,116,101	628,165	1,844,035	277,343
JERSEY CITY	**552.9**	**.2296**	**34.0**	**11.1**	**16.6**	**18.8**	**29.5**	**212.7**	**2,605,408**	**700,727**	**203,240**	**119,497**	**135,836**	**430,981**	**88,276**
Hudson	552.9	.2296	34.0	11.1	16.6	18.8	29.5	212.7	2,605,408	700,727	203,240	119,497	135,836	430,981	88,276
Bayonne	63.5	.0264	37.4	10.7	16.4	16.7	36.2	25.5	282,020	86,480	30,269	1,460	21,143	12,326	14,855
• Hoboken	41.5	.0172	30.3	13.8	19.5	17.3	23.6	15.5	139,677	67,627	18,328	3,043	4,310	3,829	6,373
• Jersey City	219.3	.0911	31.9	11.2	16.7	17.7	27.1	81.6	965,832	220,104	69,853	47,737	40,984	237,200	30,603
North Bergen Township	47.6	.0198	38.0	10.1	16.5	19.7	34.3	19.5	236,465	101,017	18,832	3,746	12,040	30,382	5,308
Union City	56.6	.0235	34.5	11.2	15.5	21.7	27.5	21.8	278,787	48,845	15,854	24,753	14,469	65,242	9,891
SUBURBAN TOTAL	292.1	.1213	36.4	10.6	16.1	19.8	32.1	115.6	1,499,899	412,996	115,059	68,717	90,542	189,952	51,300

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Daily Record

$ Morris County's $52,541 is the highest EBI per household in New Jersey
(Source: 1986 SM&M Survey of Buying Power)

$ Morris County is currently #2 in U.S. median EBI per household at $42,445
(Source: 1986 SM&M Survey of Buying Power)

$ Morris County is #1 in median household income in the New York ADI
(Source: 1986 SM&M Survey of Buying Power)

$ 58% of all adults earning $50,000 plus per year in Morris County read the Daily Record (Source: Belden Associates, 1985)

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N.J. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1985 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
MIDDLESEX - SOMERSET - HUNTERDON	**934.3**	**.3878**	**33.0**	**11.9**	**17.3**	**21.2**	**25.3**	**326.5**	**6,411,582**	**1,378,336**	**525,127**	**701,886**	**465,723**	**1,180,556**	**164,983**
Hunterdon	99.6	.0413	33.6	8.9	17.0	24.1	23.4	33.9	603,584	124,031	52,350	24,898	39,415	92,656	13,110
Middlesex	619.3	.2571	32.4	13.1	17.6	20.1	25.4	217.0	4,057,884	856,441	331,992	530,706	328,421	623,011	114,108
Edison Township	76.7	.0318	33.0	11.6	18.3	21.4	25.0	27.2	635,035	74,310	45,188	60,194	109,357	100,908	20,847
• New Brunswick	41.5	.0172	25.2	30.3	16.6	12.0	21.7	14.2	233,631	13,361	19,752	51,813	9,739	46,514	4,865
Old Bridge Township	54.4	.0226	30.7	11.6	18.6	22.2	19.9	18.7	132,493	36,845	13,131	3,496	4,076	33,162	9,121
• Perth Amboy	39.2	.0163	33.7	11.0	15.8	16.9	31.1	14.6	197,659	48,023	17,280	14,511	13,133	54,133	5,470
Piscataway Township	43.4	.0180	28.0	20.3	19.8	20.4	15.7	13.5	67,631	8,540	16,131		5,936	6,990	947
Woodbridge Township	93.5	.0388	34.2	12.1	17.4	20.5	28.3	32.4	956,900	178,445	73,792	212,459	59,932	101,528	18,667
Somerset	215.4	.0894	34.4	9.9	16.6	23.1	26.0	75.6	1,750,114	397,864	140,785	146,282	97,887	464,889	37,765
SUBURBAN TOTAL	853.6	.3543	33.3	11.1	17.3	21.9	25.2	297.7	5,980,292	1,316,952	488,095	635,562	442,851	1,079,909	154,648
MONMOUTH - OCEAN	**946.2**	**.3929**	**35.2**	**8.9**	**15.6**	**19.0**	**31.2**	**354.1**	**5,996,481**	**1,308,746**	**555,951**	**572,997**	**256,330**	**1,543,140**	**161,636**
Monmouth	542.9	.2254	33.9	9.6	16.0	21.0	27.3	194.4	3,621,017	779,424	362,185	360,269	168,243	884,683	94,158
Middletown Township	69.7	.0289	33.2	9.3	15.4	22.6	24.6	22.3	254,028	81,737	19,870	31,615	16,467	28,322	12,406
Ocean	403.3	.1675	37.4	7.8	15.1	16.5	36.5	159.7	2,375,464	529,322	193,766	212,728	88,087	658,457	67,478
Brick Township	62.7	.0260	33.7	8.7	17.4	18.5	29.2	23.6	318,296	96,693	16,271	36,694	22,244	62,742	6,125
Dover Township	74.1	.0308	35.0	8.3	15.1	20.4	29.6	27.3	745,751	124,704	39,477	124,224	31,375	249,869	15,289
SUBURBAN TOTAL	946.2	.3929	35.2	8.9	15.6	19.0	31.2	354.1	5,996,481	1,308,746	555,951	572,997	256,330	1,543,140	161,636
NEWARK	**1,880.9**	**.7811**	**33.8**	**10.1**	**16.5**	**20.6**	**27.5**	**676.9**	**11,219,194**	**2,467,295**	**1,023,910**	**964,282**	**707,340**	**2,317,269**	**339,140**
Essex	830.5	.3449	33.3	10.5	16.4	19.5	27.6	303.8	4,740,984	1,037,603	448,720	517,360	311,511	780,522	166,617
Bloomfield Township	46.9	.0195	38.0	10.2	17.3	17.8	36.0	19.0	320,802	75,459	23,501	3,763	9,554	79,658	16,723
East Orange	77.3	.0321	31.4	11.2	18.9	19.6	23.5	29.7	194,544	74,168	18,969	2,532	4,405	21,634	8,440
Irvington Township	61.9	.0257	33.9	9.9	18.9	17.7	30.2	25.8	229,597	50,458	17,872	4,958	12,041	50,559	12,596
• Newark	317.1	.1317	29.3	11.5	15.8	18.9	22.0	110.9	990,137	172,881	144,040	120,228	83,189	68,929	48,203
Morris	426.0	.1769	33.4	9.8	17.2	23.5	23.6	146.0	3,025,438	699,359	260,378	335,364	179,209	622,983	65,222
Parsippany - Troy Hills Township	51.1	.0212	32.2	10.7	21.7	23.6	20.2	18.9	288,662	88,121	31,582	23,594	19,502	51,662	6,379
Sussex	126.8	.0527	31.2	8.2	20.1	21.7	20.6	42.6	495,770	133,131	38,796	22,774	14,441	117,148	13,810
Union	497.6	.2066	36.3	10.1	15.5	19.9	32.0	184.5	2,957,002	596,702	276,016	88,784	202,179	796,616	93,491
• Elizabeth	106.3	.0441	34.1	11.3	16.4	18.8	29.8	41.1	483,463	110,726	47,014	8,789	30,688	103,237	18,232
Plainfield	46.3	.0192	31.2	10.9	17.9	19.7	23.6	16.4	187,668	28,066	13,226	11,267	10,305	53,178	9,695
Union Township	50.1	.0208	42.6	10.3	13.3	17.7	41.5	19.1	504,916	68,766	40,917	5,104	58,991	127,785	13,757
SUBURBAN TOTAL	1,457.5	.6053	34.8	9.7	16.7	21.2	28.4	524.9	9,745,594	2 183,688	832,856	835,265	593,463	2,145,103	272,705

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N.J. (cont.)

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
TRENTON	**312.9**	**.1300**	**33.5**	**12.5**	**16.6**	**19.3**	**28.2**	**111.7**	**2,062,206**	**428,191**	**189,234**	**269,447**	**104,402**	**355,623**	**65,386**
Mercer	312.9	.1300	33.5	12.5	16.6	19.3	28.2	111.7	2,062,206	428,191	189,234	269,447	104,402	355,623	65,386
Hamilton Township	84.2	.0350	35.2	10.2	17.1	20.0	30.4	31.0	532,744	179,983	42,700	41,328	14,031	111,158	18,885
• Trenton	91.5	.0380	31.9	11.5	17.0	16.1	28.6	33.5	324,622	30,610	46,546	21,676	34,223	13,300	11,994
SUBURBAN TOTAL	221.4	.0920	34.2	12.9	16.6	20.7	27.9	78.2	1,737,584	397,581	142,688	247,771	70,179	342,323	53,392
VINELAND - MILLVILLE - BRIDGETON	**138.4**	**.0575**	**32.5**	**10.1**	**16.1**	**18.6**	**27.3**	**47.5**	**726,098**	**184,358**	**47,605**	**76,607**	**25,824**	**154,544**	**24,542**
Cumberland	138.4	.0575	32.5	10.1	16.1	18.6	27.3	47.5	726,098	184,358	47,605	76,607	25,824	154,544	24,542
• Bridgeton	19.3	.0080	31.6	11.0	14.7	15.2	29.8	7.0	138,291	24,912	12,160	2,481	2,583	33,546	7,817
• Millville	26.1	.0108	32.2	10.3	17.0	18.2	27.1	9.9	128,774	28,906	7,025	1,555	3,549	53,457	3,213
• Vineland	55.0	.0228	32.5	10.0	16.2	19.1	26.9	15.4	402,215	105,052	25,702	67,956	16,615	61,921	12,371
SUBURBAN TOTAL	38.0	.0159	33.0	9.4	16.0	20.0	26.8	12.2	56,818	25,488	2,718	4,615	3,077	5,620	1,141
OTHER COUNTIES															
☐ Burlington	392.8	.1631	30.9	12.3	17.6	20.8	22.0	131.1	2,134,377	366,253	208,942	283,707	86,769	606,449	42,737
☐ Camden	487.3	.2023	32.3	10.7	17.0	18.9	26.5	176.3	3,019,272	572,064	273,365	329,388	163,787	643,174	100,270
• Camden	82.9	.0344	27.4	11.7	14.7	15.3	23.4	28.9	195,962	46,612	25,544	7,257	4,736	6,844	16,981
Cherry Hill Township	69.9	.0290	36.0	8.8	13.2	25.0	26.8	23.4	857,250	88,748	66,762	134,511	55,679	259,287	18,825
Gloucester Township	49.2	.0204	29.8	11.1	21.9	19.6	19.0	17.2	112,571	41,178	9,669	6,003	1,767	4,959	3,414
☐ Gloucester	217.1	.0901	30.9	11.7	17.5	19.4	23.5	74.2	1,260,296	268,934	78,764	211,005	34,109	299,709	33,510
☐ Salem	68.2	.0283	33.1	9.7	16.1	18.9	28.0	24.6	232,500	48,896	20,302	13,071	11,573	55,025	8,466
☐ Warren	89.4	.0371	33.5	9.8	16.8	19.7	27.9	32.4	501,673	107,132	33,131	23,817	13,034	111,084	15,089
TOTAL METRO COUNTIES	**7,618.9**	**3.1635**	**33.9**	**10.6**	**16.4**	**19.9**	**28.2**	**2,763.5**	**48,525,870**	**10,235,427**	**4,389,237**	**4,911,850**	**2,755,263**	**10,032,203**	**1,405,471**
TOTAL STATE	**7,618.9**	**3.1635**	**33.9**	**10.6**	**16.4**	**19.9**	**28.2**	**2,763.5**	**48,525,870**	**10,235,427**	**4,389,237**	**4,911,850**	**2,755,263**	**10,032,203**	**1,405,471**

N.J.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ATLANTIC CITY	**3,539,276**	**21,023**	**26.8**	**26.3**	**14.4**	**11.6**	**.1375**
Atlantic	2,423,577	21,822	25.3	26.5	15.2	12.1	.0937
• Atlantic City	353,873	13,845	28.8	19.9	8.5	6.1	.0179
Cape May	1,115,699	19,733	29.9	26.4	12.5	10.4	.0438
SUBURBAN TOTAL	3,185,403	22,332	26.5	27.5	15.3	12.4	.1196
BERGEN - PASSAIC	**20,712,344**	**33,231**	**16.4**	**24.0**	**19.7**	**27.5**	**.6939**
Bergen	15,029,624	36,869	14.7	23.0	20.6	32.2	.4919
Passaic	5,682,720	26,909	19.9	26.0	17.9	18.3	.2020
Clifton	1,161,341	30,036	18.6	27.3	19.7	21.1	.0388
Passaic	548,355	18,507	25.4	24.8	12.4	9.3	.0198
• Paterson	1,225,473	18,262	25.5	25.7	11.6	8.8	.0433
Wayne Township	811,068	43,032	10.3	21.3	23.1	39.6	.0372
SUBURBAN TOTAL	19,486,871	35,106	15.4	23.9	20.5	29.6	.6506
JERSEY CITY	**6,149,669**	**21,060**	**23.5**	**25.8**	**14.7**	**11.7**	**.2118**
Hudson	6,149,669	21,060	23.5	25.8	14.7	11.7	.2118
Bayonne	844,127	25,092	21.5	26.3	16.9	16.3	.0264
• Hoboken	400,257	17,718	26.6	24.2	11.3	8.9	.0136
• Jersey City	2,184,526	18,995	25.2	24.7	13.3	9.8	.0780
North Bergen Township	612,768	24,617	20.0	27.5	17.1	13.9	.0200
Union City	550,363	18,462	27.4	25.8	12.3	8.1	.0205
SUBURBAN TOTAL	3,564,886	23,231	21.7	26.7	16.2	13.5	.1202
MIDDLESEX - SOMERSET - HUNTERDON	**14,317,913**	**35,302**	**14.3**	**25.5**	**23.0**	**27.5**	**.4711**
Hunterdon	1,602,587	37,428	13.4	24.3	22.5	31.4	.0499

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Middlesex	9,057,342	33,983	15.0	26.1	23.3	25.0	.3004
Edison Township	1,248,589	37,337	11.8	27.5	25.1	28.9	.0423
• New Brunswick	431,850	20,170	26.2	26.0	12.8	11.6	.0162
Old Bridge Township	783,156	35,211	13.4	27.9	25.8	24.5	.0214
• Perth Amboy	427,897	21,364	22.7	25.6	16.0	11.3	.0152
Piscataway Township	610,700	36,759	13.3	26.5	26.1	27.4	.0160
Woodbridge Township	1,391,580	35,972	13.8	26.1	25.5	26.2	.0532
Somerset	3,657,984	38,663	13.0	23.7	22.7	32.9	.1208
SUBURBAN TOTAL	13,458,166	36,686	13.3	25.4	24.0	29.0	.4397
MONMOUTH - OCEAN	**13,875,891**	**29,528**	**20.2**	**25.7**	**18.9**	**22.1**	**.4553**
Monmouth	8,416,338	32,849	17.2	23.6	19.3	27.4	.2732
Middletown Township	1,153,356	41,953	10.9	20.2	22.9	37.6	.0318
Ocean	5,459,553	25,992	23.9	28.1	18.4	15.7	.1821
Brick Township	868,126	30,104	19.5	28.8	22.9	17.5	.0276
Dover Township	1,025,388	29,080	21.2	26.6	20.1	19.6	.0405
SUBURBAN TOTAL	13,875,891	29,528	20.2	25.7	18.9	22.1	.4553
NEWARK	**27,973,971**	**31,022**	**17.1**	**23.7**	**18.4**	**25.6**	**.8970**
Essex	10,727,415	24,113	20.5	23.3	15.0	19.0	.3624
Bloomfield Township	711,835	30,025	19.0	27.6	20.6	20.8	.0235
East Orange	852,925	20,395	25.0	25.0	13.9	12.0	.0258
Irvington Township	738,783	21,862	23.2	27.9	15.8	10.8	.0233
• Newark	2,596,169	15,594	24.9	22.1	10.8	7.4	.0940
Morris	7,670,925	42,445	11.0	21.9	22.4	38.8	.2375
Parsippany - Troy Hills Township	911,849	39,536	11.7	25.7	24.4	33.2	.0267

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N.J. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Sussex	1,810,647	34,670	14.2	28.0	24.3	25.0	.0535
Union	7,764,984	32,377	16.9	24.4	19.7	26.2	.2436
● Elizabeth	1,269,908	22,846	22.9	27.7	15.9	12.5	.0419
Plainfield	584,939	27,514	19.8	26.4	18.5	18.9	.0183
Union Township	782,432	33,389	17.1	24.5	21.6	25.8	.0290
SUBURBAN TOTAL	24,107,894	35,507	15.0	23.5	20.3	30.5	.7611
TRENTON	**4,477,588**	**30,154**	**18.4**	**25.1**	**19.1**	**23.0**	**.1502**
Mercer	4,477,588	30,154	18.4	25.1	19.1	23.0	.1502
Hamilton Township	1,196,755	32,332	16.5	28.1	24.3	20.7	.0398
● Trenton	916,058	19,372	25.2	25.7	12.5	10.4	.0309
SUBURBAN TOTAL	3,561,530	35,211	15.5	24.8	21.8	28.5	.1193
VINELAND - MILLVILLE - BRIDGETON	**1,402,377**	**22,092**	**25.0**	**29.7**	**15.0**	**10.3**	**.0523**
Cumberland	1,402,377	22,092	25.0	29.7	15.0	10.3	.0523
● Bridgeton	170,611	17,778	28.2	26.2	10.4	6.8	.0076
● Millville	293,575	23,532	22.6	32.1	16.3	9.7	.0102
● Vineland	570,713	22,995	25.1	29.5	15.7	11.6	.0234
SUBURBAN TOTAL	367,478	22,736	24.8	29.5	15.8	11.0	.0111
OTHER COUNTIES							
☐ Burlington	5,228,687	31,254	18.2	28.7	21.9	21.1	.1718
☐ Camden	6,109,008	26,451	20.9	[illegible]	18.0	17.4	.2145
● Camden	582,942	13,855	28.9	21.1	8.4	4.1	.0215
Cherry Hill Township	1,189,913	42,450	12.1	[illegible]	23.6	37.8	.0455
Gloucester Township	626,992	30,056	18.5	30.8	22.2	17.6	.0177
☐ Gloucester	2,595,169	29,010	19.5	29.4	22.2	15.5	.0914
☐ Salem	943,456	31,621	18.2	23.3	22.7	22.0	.0275
☐ Warren	1,145,331	28,040	20.2	30.2	20.1	16.3	.0386
TOTAL METRO COUNTIES	**108,470,680**	**29,843**	**18.6**	**25.2**	**19.1**	**22.5**	**3.6129**
TOTAL STATE	**108,470,680**	**29,843**	**18.6**	**25.2**	**19.1**	**22.5**	**3.6129**

NEW MEXICO

N.M.
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ALBUQUERQUE	**470.2**	**.1953**	**30.0**	**13.1**	**19.9**	**19.1**	**21.0**	**178.3**	**2,851,352**	**584,915**	**305,335**	**347,452**	**175,629**	**622,330**	**82,886**
Bernalillo	470.2	.1953	30.0	13.1	19.9	19.1	21.0	178.3	2,851,352	584,915	305,335	347,452	175,629	622,330	82,886
● Albuquerque	362.1	.1504	30.4	13.2	20.3	19.0	21.7	142.6	2,660,174	503,800	282,893	343,572	169,382	613,252	73,634
SUBURBAN TOTAL	108.1	.0449	28.6	12.8	18.1	19.7	18.7	35.7	191,178	81,115	22,442	3,880	6,247	9,078	9,252
LAS CRUCES	**115.9**	**.0482**	**27.0**	**16.2**	**16.7**	**17.6**	**19.1**	**39.4**	**551,848**	**103,531**	**52,210**	**70,125**	**27,310**	**116,801**	**17,287**
Dona Ana	115.9	.0482	27.0	16.2	16.7	17.6	19.1	39.4	551,848	103,531	52,210	70,125	27,310	116,801	17,287
● Las Cruces	52.5	.0218	29.2	15.3	16.9	17.8	22.4	20.3	486,863	95,498	43,770	68,375	25,993	114,461	16,096
SUBURBAN TOTAL	63.4	.0264	25.2	16.9	16.7	17.4	16.3	19.1	64,985	8,033	8,440	1,750	1,317	2,340	1,191
SANTA FE	**103.8**	**.0431**	**31.4**	**9.5**	**19.6**	**21.8**	**21.1**	**39.2**	**668,860**	**133,753**	**67,317**	**54,590**	**32,951**	**142,360**	**32,741**
Los Alamos	19.0	.0079	34.6	6.1	15.8	28.8	20.5	7.1	63,284	18,786	5,558	7,353	1,638	2,264	2,021
Santa Fe	84.8	.0352	30.8	10.3	20.5	20.2	21.3	32.1	605,576	114,967	61,759	47,237	31,313	139,996	30,720
● Santa Fe	54.3	.0225	31.8	10.3	19.5	20.3	23.3	21.6	570,797	110,644	56,347	46,774	29,871	133,632	27,863
SUBURBAN TOTAL	49.5	.0206	31.0	8.7	19.5	23.3	18.8	17.6	98,063	23,109	10,970	7,816	3,080	8,628	4,878
OTHER COUNTIES															
Catron	3.0	.0012	32.9	8.5	15.9	18.5	28.2	1.0	4,924	1,146	455		220	343	
Chaves	60.2	.0250	32.8	10.6	14.7	16.9	29.8	22.4	446,087	95,812	38,451	36,462	21,654	94,278	8,657
Cibola	30.3	.0126	30.0	9.6	16.9	20.1	21.4	9.6	89,682	28,663	8,949	15,039	3,635	10,982	3,614
Colfax	14.0	.0058	31.7	9.7	15.4	17.0	28.0	5.2	90,847	21,125	9,065	7,844	1,647	13,696	2,648
Curry	43.8	.0182	28.4	13.7	17.0	17.6	21.1	15.8	253,252	48,040	19,804	26,197	16,135	71,011	7,227
De Baca	2.3	.0009	41.3	6.9	12.4	17.9	40.0	1.0	9,536	3,858	1,103		273	1,125	618
Eddy	53.6	.0222	31.4	10.4	15.7	16.8	27.5	18.9	383,502	86,825	22,152	40,283	17,217	95,053	9,965
Grant	26.8	.0111	30.2	10.3	15.9	17.8	24.5	9.1	100,320	34,274	6,222	7,249	2,917	20,387	4,122
Guadalupe	4.4	.0019	30.2	10.5	14.4	18.0	25.1	1.5	43,385	5,785	4,454	853	372	1,235	346
Harding	1.1	.0004	36.7	8.2	15.1	14.2	37.1	.4	3,955	488	183	204	111	1,926	
Hidalgo	6.2	.0026	28.1	10.0	16.3	16.6	22.2	2.1	33,161	7,477	1,737	542	64	3,728	122
Lea	64.6	.0268	28.8	11.6	16.5	18.1	21.6	22.7	486,620	121,790	38,859	29,134	21,679	115,505	11,751
Lincoln	14.9	.0062	33.7	8.2	18.0	19.0	28.6	5.8	121,307	28,477	13,776	11,495	3,391	21,195	555
Luna	17.2	.0071	36.1	8.3	11.9	16.1	35.1	6.2	79,791	25,133	3,582	7,981	729	12,876	2,504

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N.M. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
McKinley	65.1	.0271	23.8	12.7	17.3	16.9	13.6	18.1	354,329	88,885	36,100	41,609	14,001	48,475	7,686
Mora	4.7	.0019	31.8	9.6	13.9	15.6	29.9	1.5	7,388	1,849	232	1,400	794	229	
Otero	48.7	.0202	27.6	14.7	18.2	19.0	17.5	16.5	231,553	40,434	20,250	19,075	12,858	66,498	6,307
Quay	10.2	.0043	34.7	8.2	13.9	17.9	31.7	4.0	80,625	21,370	11,898	9,786	1,409	12,453	1,561
Rio Arriba	31.9	.0132	27.8	11.2	16.5	17.7	20.5	10.3	86,814	25,545	7,448	9,086	1,293	13,964	703
Roosevelt	16.3	.0068	29.5	18.3	14.2	15.6	26.6	6.1	77,624	18,783	8,850	4,376	1,599	[illegible]	3,871
Sandoval	43.3	.0180	30.0	9.8	17.2	17.8	23.6	13.5	59,334	23,212	6,520	6,743	1,240	1,905	[illegible]
San Juan	100.6	.0417	26.2	12.5	18.0	18.1	16.0	32.5	512,357	121,589	43,037	46,759	17,541	124,064	9,528
San Miguel	24.5	.0102	29.6	12.7	16.4	16.9	24.3	8.3	90,802	24,966	8,883	12,373	2,316	10,813	3,035
Sierra	9.2	.0038	50.6	6.0	8.6	14.7	50.6	4.0	36,172	10,090	6,626	3,850	386	4,693	2,293
Socorro	14.1	.0059	27.5	14.4	16.3	16.7	21.1	4.5	53,382	14,301	4,696	4,564	861	18,735	726
Taos	21.1	.0088	30.0	9.3	18.1	19.5	21.5	7.4	120,512	34,610	17,274	10,088	2,081	13,851	2,175
Torrance	9.0	.0037	31.8	8.5	16.0	17.8	27.1	3.2	29,992	4,615	1,667	657	237	10,460	771
Union	4.9	.0020	36.5	7.7	12.9	18.4	33.6	1.8	19,677	4,141	2,606	1,566	1,154	1,525	353
Valencia	39.8	.0166	27.6	11.5	17.4	18.4	18.7	13.9	141,702	53,943	6,209	12,514	2,175	42,786	3,844
TOTAL METRO COUNTIES	**689.9**	**.2866**	**29.8**	**13.1**	**19.3**	**19.3**	**20.7**	**256.9**	**4,072,060**	**822,199**	**424,862**	**472,167**	**235,890**	**881,391**	**132,914**
TOTAL STATE	**1,475.7**	**.6128**	**29.4**	**12.2**	**17.9**	**18.4**	**21.6**	**524.2**	**8,121,092**	**1,819,425**	**775,950**	**839,916**	**385,879**	**1,741,214**	**228,955**

N.M.
S&MM ESTIMATES

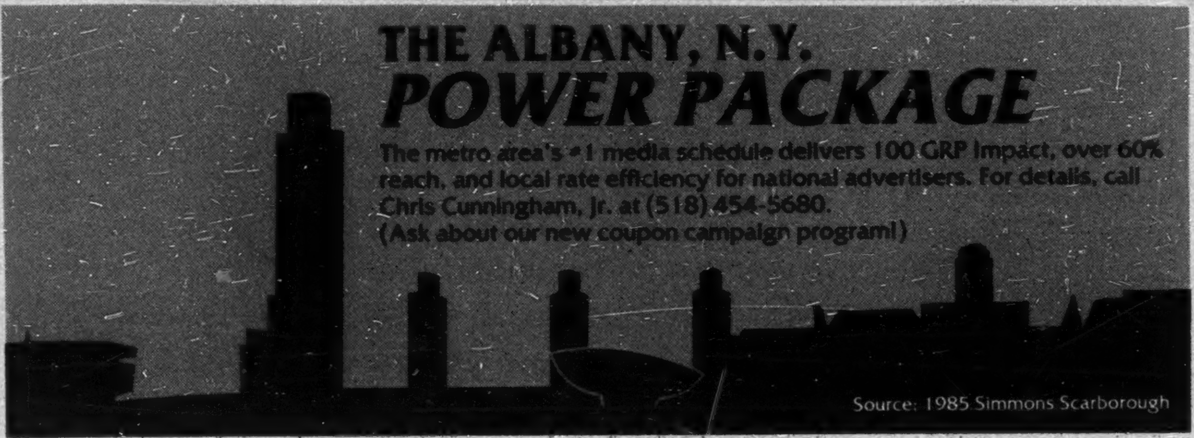
EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ALBUQUERQUE	**5,059,465**	**21,423**	**26.9**	**27.5**	**14.7**	**11.0**	**.1907**
Bernalillo	5,059,465	21,423	26.9	27.5	14.7	11.0	.1907
• Albuquerque	4,064,385	21,822	26.3	27.7	15.1	11.2	.1598
SUBURBAN TOTAL	995,080	19,953	29.2	26.6	13.1	10.2	.0309
LAS CRUCES	**937,476**	**16,482**	**29.6**	**24.2**	**9.3**	**7.9**	**.0382**
Dona Ana	937,476	16,482	29.6	24.2	9.3	7.9	.0382
• Las Cruces	492,397	17,836	26.6	25.6	11.1	8.4	.0236
SUBURBAN TOTAL	445,079	15,345	32.8	22.7	7.4	7.4	.0146
SANTA FE	**1,345,988**	**26,317**	**21.8**	**26.1**	**16.9**	**18.9**	**.0471**
Los Alamos	362,226	46,083	8.4	18.9	24.2	43.8	.0094
Santa Fe	983,762	22,833	24.8	27.6	15.3	13.4	.0377
• Santa Fe	666,727	23,049	24.5	26.2	16.2	14.1	.0287
SUBURBAN TOTAL	679,261	30,590	18.4	25.7	17.9	24.9	.0184
OTHER COUNTIES							
Catron	16,399	11,739	31.8	20.1	4.2	1.9	.0007
Chaves	563,807	17,840	30.4	25.2	11.2	8.0	.0246
Cibola	258,956	22,351	23.6	30.2	16.9	8.6	.0092
Colfax	115,734	16,643	28.7	26.7	9.8	5.6	.0051
Curry	379,768	17,035	32.5	25.4	10.2	6.2	.0159
De Baca	18,542	12,833	33.0	18.9	5.8	4.4	.0007
Eddy	487,487	20,053	27.3	30.4	12.0	7.7	.0215
Grant	266,682	24,509	20.4	28.0	19.7	10.6	.0090
Guadalupe	24,004	11,604	32.4	16.9	4.0	2.9	.0019

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Harding	6,974	12,778	37.3	15.7	5.3	4.5	.0001
Hidalgo	42,404	15,098	29.6	29.8	7.8	1.6	.0021
Lea	693,581	25,586	20.9	32.3	17.3	11.7	.0281
Lincoln	154,714	19,344	27.6	27.6	10.9	10.0	.0067
Luna	108,987	12,012	31.4	18.6	5.6	3.6	.0051
McKinley	325,461	13,012	26.2	22.4	7.2	3.5	.0188
Mora	20,663	9,594	27.0	18.0	2.5	.7	.0010
Otero	452,874	20,566	31.2	29.1	13.8	8.8	.0171
Quay	94,185	17,777	27.6	24.5	11.4	7.8	.0043
Rio Arriba	185,092	13,609	30.1	23.0	6.7	2.4	.0078
Roosevelt	115,791	12,271	26.9	19.4	7.2	4.6	.0050
Sandoval	416,015	24,033	24.5	29.3	16.8	13.5	.0124
San Juan	859,193	21,741	22.1	29.5	15.3	8.9	.0346
San Miguel	146,757	12,422	31.2	19.3	6.6	2.6	.0066
Sierra	67,726	12,215	32.6	17.6	5.5	3.0	.0027
Socorro	81,171	12,907	34.3	19.0	6.2	2.9	.0037
Taos	158,953	15,372	30.5	22.8	8.3	6.0	.0073
Torrance	62,714	14,679	35.0	19.5	7.6	4.5	.0025
Union	38,983	14,179	30.3	21.1	5.6	7.6	.0015
Valencia	333,646	18,541	30.1	26.6	13.4	6.0	.0123
TOTAL METRO COUNTIES	**7,342,929**	**21,225**	**26.5**	**26.8**	**14.2**	**11.7**	**.2760**
TOTAL STATE	**13,840,192**	**19,622**	**27.0**	**26.6**	**13.0**	**9.5**	**.5443**



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S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ALBANY - SCHENECTADY - TROY	**861.3**	**.3576**	**33.2**	**11.8**	**16.8**	**17.9**	**29.0**	**320.8**	**4,997,866**	**1,165,044**	**406,264**	**505,292**	**242,584**	**1,025,175**	**180,563**
Albany	290.2	.1205	33.1	13.4	17.5	17.0	29.8	111.6	2,336,275	406,360	197,808	263,314	144,412	537,521	69,231
• Albany	100.8	.0419	32.3	18.0	17.8	13.5	31.8	41.8	654,412	139,800	73,026	28,583	33,424	203,077	30,180
Greene	42.5	.0176	36.4	9.8	14.3	18.1	33.7	16.1	205,198	59,478	14,120	11,777	4,444	41,312	6,798
Montgomery	54.0	.0224	36.7	8.9	15.1	16.3	35.7	20.4	251,423	65,073	15,918	23,852	6,887	37,799	13,742
Rensselaer	156.3	.0649	32.1	13.0	16.2	17.5	27.9	55.7	575,510	199,363	49,079	29,915	16,543	112,778	31,514
• Troy	56.1	.0233	30.4	19.0	15.2	14.0	29.1	20.7	232,805	78,235	27,983	5,940	11,756	41,065	20,768
Saratoga	168.3	.0699	31.1	10.5	18.2	20.3	22.5	59.0	691,276	182,363	68,111	67,483	23,471	127,814	21,122
Schenectady	150.0	.0623	35.2	10.2	16.1	17.8	32.4	58.0	938,184	252,407	61,228	108,951	46,827	167,951	38,156
• Schenectady	67.5	.0280	33.9	13.0	17.2	14.4	33.7	28.4	487,807	135,359	36,969	46,083	26,605	103,732	23,093
SUBURBAN TOTAL	636.9	.2644	33.5	10.0	16.8	19.3	28.1	229.9	3,622,842	811,650	268,286	424,686	170,799	677,301	106,522
BINGHAMTON	**269.5**	**.1119**	**33.0**	**12.2**	**15.8**	**18.7**	**28.2**	**98.8**	**1,434,444**	**340,083**	**127,154**	**162,564**	**66,676**	**296,551**	**64,677**
Broome	215.9	.0897	33.4	12.8	15.7	18.0	29.6	80.2	1,285,827	289,082	119,435	153,275	64,566	266,234	60,801
• Binghamton	54.9	.0228	35.6	13.2	15.9	14.5	36.2	23.0	426,059	102,321	44,723	21,343	27,881	113,958	23,739
Tioga	53.6	.0222	31.4	9.6	15.8	21.5	22.9	18.6	148,617	51,001	7,719	9,289	2,110	30,317	3,876
SUBURBAN TOTAL	214.6	.0891	32.4	11.9	15.7	19.8	26.2	75.8	1,008,383	237,762	82,431	141,221	38,795	192,593	40,938

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N.Y. (cont.) S&MM ESTIMATES	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BUFFALO	**982.7**	**.4080**	**33.7**	**11.6**	**16.0**	**18.2**	**29.8**	**361.0**	**5,140,729**	**1,322,036**	**557,758**	**564,874**	**243,105**	**994,089**	**246,360**
Erie	982.7	.4080	33.7	11.6	16.0	18.2	29.8	361.0	5,140,729	1,322,036	557,758	564,874	243,105	994,089	246,360
• Buffalo	336.5	.1397	33.2	13.2	16.4	15.1	31.9	137.2	1,301,644	417,297	183,815	73,869	56,204	181,505	78,557
SUBURBAN TOTAL	646.2	.2683	34.0	10.8	15.7	19.7	28.7	223.8	3,839,085	904,739	373,943	491,005	186,901	812,584	167,803
BUFFALO - NIAGARA FALLS CONSOLIDATED AREA	***1,201.3***	***.4987***	***33.6***	***11.6***	***16.0***	***18.1***	***29.6***	***441.1***	***6,129,224***	***1,587,719***	***654,415***	***697,027***	***275,341***	***1,186,356***	***292,573***
ELMIRA	**95.7**	**.0397**	**33.1**	**11.5**	**15.6**	**17.4**	**29.6**	**34.5**	**522,178**	**101,682**	**44,693**	**97,802**	**19,905**	**107,886**	**21,837**
Chemung	95.7	.0397	33.1	11.5	15.6	17.4	29.6	34.5	522,178	101,682	44,693	97,802	19,905	107,886	21,837
• Elmira	34.2	.0142	31.1	16.2	15.0	13.6	30.6	12.5	214,704	55,315	19,904	7,721	9,798	61,437	13,198
SUBURBAN TOTAL	61.5	.0255	34.1	8.8	15.9	19.6	29.0	22.0	307,474	46,367	24,789	90,081	10,107	46,449	8,639
GLENS FALLS	**114.7**	**.0476**	**32.6**	**10.0**	**15.8**	**18.4**	**27.9**	**40.0**	**675,050**	**167,296**	**63,356**	**68,181**	**17,362**	**130,927**	**28,378**
Warren	56.6	.0235	32.8	9.9	16.2	18.0	28.5	20.4	484,709	105,863	45,076	60,278	14,334	102,884	17,982
• Glens Falls	16.4	.0068	32.5	11.0	17.2	14.9	30.8	6.4	283,820	67,659	13,614	46,768	9,544	74,497	9,310
Washington	58.1	.0241	32.4	10.1	15.6	18.7	27.2	19.6	190,341	61,433	18,280	7,903	3,028	28,043	10,396
SUBURBAN TOTAL	98.3	.0408	32.6	9.9	15.5	19.0	27.4	33.6	391,230	99,637	49,742	21,413	7,818	56,430	19,068
NASSAU - SUFFOLK	**2,701.0**	**1.1215**	**33.6**	**10.3**	**15.6**	**21.2**	**26.6**	**873.6**	**19,433,148**	**3,948,868**	**1,549,649**	**2,052,151**	**1,262,125**	**3,584,412**	**555,344**
Nassau	1,337.4	.5553	35.8	10.5	14.8	20.5	30.7	445.2	11,445,225	2,144,366	973,954	1,251,375	862,455	2,015,138	305,244
Hempstead	42.4	.0176	31.8	11.3	18.2	20.0	24.2	15.2	486,713	55,020	18,412	42,759	40,209	202,234	5,725

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N.Y. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Suffolk	1,363.6	.5662	31.6	10.1	16.4	21.9	22.6	428.4	7,977,923	1,804,502	595,695	800,776	399,670	1,569,274	250,100
SUBURBAN TOTAL	2,701.0	1.1215	33.6	10.3	15.6	21.2	26.6	873.6	19,423,148	3,948,868	1,569,649	2,052,151	1,262,125	3,584,412	555,344
NEW YORK	**8,431.8**	**3.5011**	**34.4**	**10.3**	**17.7**	**19.7**	**29.2**	**3,349.7**	**41,389,635**	**8,304,270**	**5,491,809**	**4,738,743**	**3,006,699**	**5,066,948**	**1,437,093**
Bronx	1,120.4	.4652	32.5	11.0	16.0	18.5	27.5	421.7	2,526,748	775,704	202,898	160,850	177,165	351,779	107,033
Kings	2,231.3	.9265	32.7	10.7	17.0	18.2	27.9	859.4	6,784,722	1,767,963	474,917	662,528	490,271	907,375	278,445
New York (Manhattan)	1,485.6	.6169	35.8	10.2	22.6	21.6	29.5	750.7	15,830,673	1,939,147	3,283,044	2,206,970	1,411,859	782,716	522,760
• New York City	7,201.3	2.9902	32.5	11.0	16.0	18.5	27.5	2,915.6	33,186,227	6,532,066	4,830,131	3,765,840	2,520,535	3,457,851	1,209,612
Putnam	85.9	.0356	32.3	8.5	17.3	23.5	21.8	28.3	317,468	75,432	17,800	17,478	10,662	76,445	13,528
Queens	1,968.2	.8173	36.5	9.9	16.9	19.1	33.0	751.5	6,686,077	1,709,489	770,083	569,367	370,803	1,177,786	256,852
Richmond	395.8	.1643	32.3	10.1	18.1	20.7	24.3	132.3	1,358,007	339,763	99,189	166,125	70,437	238,195	44,522
Rockland	275.6	.1144	32.7	9.7	15.5	24.0	22.5	86.3	1,407,998	300,322	146,618	163,639	56,735	326,667	51,655
Westchester	869.0	.3609	36.2	9.7	15.6	21.0	30.8	319.5	6,477,942	1,396,450	497,260	791,786	418,767	1,205,985	162,298
Mount Vernon	66.9	.0278	35.6	9.7	16.2	19.1	31.7	26.3	333,139	71,764	12,386	5,371	12,474	62,997	13,787
New Rochelle	71.8	.0298	37.2	10.5	15.7	19.6	33.5	27.2	505,996	73,737	38,361	48,699	37,724	161,659	11,596
• White Plains	45.6	.0189	38.1	9.4	16.9	20.1	34.3	19.1	1,018,960	129,066	67,458	320,585	70,727	147,528	14,313
Yonkers	191.2	.0794	36.2	10.6	16.7	17.9	33.6	74.4	1,085,414	277,264	68,139	168,711	82,179	163,970	30,701
SUBURBAN TOTAL	1,184.9	.4920	43.5	5.7	27.9	27.5	39.4	415.0	7,184,448	1,643,138	594,220	652,318	415,437	1,461,569	213,168
NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA	***17,839.9***	***7.4076***	***34.2***	***10.3***	***16.8***	***20.2***	***28.6***	***6,654.8***	***105,311,235***	***21,681,422***	***10,999,514***	***11,266,990***	***6,904,695***	***17,687,536***	***3,236,158***
NIAGARA FALLS	**218.6**	**.0907**	**33.1**	**11.5**	**15.9**	**17.9**	**29.0**	**80.1**	**988,495**	**265,683**	**96,657**	**132,153**	**32,236**	**192,267**	**46,213**
Niagara	218.6	.0907	33.1	11.5	15.9	17.9	29.0	80.1	988,495	265,683	96,657	132,153	32,236	192,267	46,213
• Niagara Falls	65.9	.0274	34.4	12.1	15.2	14.9	34.2	26.1	300,818	91,064	40,778	35,775	7,780	36,495	15,525
SUBURBAN TOTAL	152.7	.0633	32.5	11.3	16.0	19.2	26.8	54.0	687,677	174,619	55,879	96,378	24,456	155,772	30,688
ORANGE COUNTY	**279.2**	**.1159**	**31.7**	**10.6**	**16.8**	**20.0**	**24.5**	**92.1**	**1,591,559**	**375,813**	**101,299**	**202,389**	**79,112**	**308,181**	**45,915**
Orange	279.2	.1159	31.7	10.6	16.8	20.0	24.5	92.1	1,591,559	375,813	101,299	202,389	79,112	308,181	45,915
SUBURBAN TOTAL	279.2	.1159	31.7	10.6	16.8	20.0	24.5	92.1	1,591,559	375,813	101,299	202,389	79,112	308,181	45,915

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DAILY	77,787	40,113	117,900
SUNDAY	88,982	45,496	**134,478**

SOURCE: ABC FAS-FAX MARCH 30, 1986

N.Y. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
POUGHKEEPSIE	**258.8**	**.1075**	**32.9**	**11.3**	**17.0**	**21.1**	**25.3**	**87.6**	**1,401,695**	**336,321**	**108,760**	**150,336**	**58,133**	**283,625**	**44,078**
Dutchess	258.8	.1075	32.9	11.3	17.0	21.1	25.3	87.6	1,401,695	336,321	108,760	150,336	58,133	283,625	44,078
• Poughkeepsie	30.8	.0128	34.3	11.7	16.9	15.8	33.1	13.2	337,540	55,474	26,814	1,246	11,084	89,687	11,276
SUBURBAN TOTAL	228.0	.0947	32.7	11.2	17.1	21.8	24.2	74.4	1,064,155	280,847	81,946	149,090	47,049	193,938	32,802
ROCHESTER	**1,001.1**	**.4158**	**31.9**	**12.1**	**17.7**	**18.9**	**25.7**	**366.1**	**5,556,505**	**1,210,848**	**560,592**	**583,931**	**279,354**	**1,399,452**	**227,471**
Livingston	60.2	.0250	30.2	15.8	16.1	18.3	24.0	19.8	227,602	63,841	24,668	12,369	4,266	44,231	5,990
Monroe	713.2	.2962	32.0	12.3	17.9	18.8	25.9	267.4	4,406,311	944,907	454,815	454,308	246,679	1,067,587	181,099
• Rochester	243.0	.1009	31.1	13.4	19.7	14.7	27.5	99.5	1,222,576	230,460	167,368	77,196	84,710	274,717	61,721
Ontario	95.3	.0396	32.3	11.4	17.4	18.8	26.4	33.3	544,460	102,129	53,772	90,586	18,245	100,083	21,206
Orleans	41.4	.0172	32.6	10.1	15.9	18.6	27.6	14.2	119,171	37,923	11,401	2,657	4,178	21,006	7,517
Wayne	91.0	.0378	31.9	9.5	17.1	20.1	24.5	31.4	258,981	62,048	15,936	24,011	5,986	66,545	11,659
SUBURBAN TOTAL	758.1	.3149	32.3	11.7	16.9	20.2	25.2	266.6	4,333,929	980,388	393,224	506,735	194,644	1,024,735	165,750
SYRACUSE	**663.5**	**.2755**	**31.2**	**13.3**	**16.9**	**18.0**	**25.6**	**237.4**	**3,536,188**	**862,865**	**334,914**	**350,040**	**175,416**	**772,161**	**155,774**
Madison	69.8	.0290	29.9	15.3	15.3	18.0	24.2	22.9	238,221	63,677	30,913	12,381	6,015	54,807	13,915
Onondaga	469.5	.1949	31.7	12.9	17.3	18.0	26.4	172.7	2,835,233	667,924	263,994	299,055	157,313	624,823	116,931
• Syracuse	165.4	.0687	31.1	17.5	17.5	13.7	29.6	67.2	964,394	221,934	97,199	54,911	85,184	272,184	33,203
Oswego	124.2	.0516	29.5	13.8	16.3	17.6	23.4	41.8	462,734	131,264	40,007	38,604	12,088	92,531	24,928
SUBURBAN TOTAL	498.1	.2068	31.2	12.0	16.6	19.4	24.2	170.2	2,571,794	640,931	237,715	295,129	90,232	499,977	122,571
UTICA - ROME	**323.1**	**.1342**	**33.7**	**10.9**	**15.1**	**17.6**	**30.5**	**115.7**	**1,589,853**	**389,015**	**134,772**	**163,172**	**69,786**	**298,767**	**83,423**
Herkimer	68.9	.0286	34.1	10.2	14.8	17.4	31.3	24.7	261,752	71,542	22,096	36,031	10,966	38,179	15,086
Oneida	254.2	.1056	33.6	11.1	15.2	17.6	30.4	91.0	1,328,101	317,473	112,676	127,141	58,820	260,588	68,337
• Rome	43.7	.0181	31.4	12.6	17.0	16.7	27.2	15.6	245,833	62,586	20,262	31,245	8,422	46,159	14,958
• Utica	72.7	.0302	36.0	12.1	14.8	14.6	36.4	28.7	402,087	110,824	38,459	32,017	17,676	50,258	24,850
SUBURBAN TOTAL	206.7	.0859	33.6	10.2	14.7	18.8	29.2	71.4	941,933	215,605	76,051	99,910	43,688	202,350	43,615
OTHER COUNTIES															
Allegany	54.1	.0224	29.1	17.7	14.2	16.3	25.3	17.9	156,513	52,971	14,279	9,314	3,824	39,626	6,385
Cattaraugus	89.0	.0369	31.9	11.6	15.4	17.2	28.0	31.1	362,101	91,679	39,063	46,019	13,295	73,237	13,296
Cayuga	83.5	.0347	32.6	10.5	16.4	17.3	28.8	28.7	337,485	81,707	25,775	35,436	6,917	83,026	12,249
Chautauqua	149.5	.0621	33.8	11.5	14.9	17.5	30.7	55.1	663,494	176,529	67,121	71,963	24,599	140,080	24,964
Chenango	52.2	.0217	32.6	9.4	15.6	18.6	27.7	18.3	201,535	58.409	14,308	13,989	4,803	50,198	9,959
Clinton	83.9	.0348	28.3	18.1	18.1	17.9	19.9	26.4	419,475	82,028	37,472	41,532	14,458	90,670	15,808
Columbia	64.8	.0269	35.8	8.6	15.6	18.8	32.3	23.9	260,675	72,766	18,596	13,336	8,340	45,017	7,226
Cortland	49.4	.0206	29.4	17.5	15.4	17.0	24.4	16.9	221,115	52,101	27,483	10,183	8,809	53,645	14,469
Delaware	48.6	.0201	34.3	11.6	14.4	17.7	31.2	17.2	237,883	70,905	18,760	17,806	4,804	41,402	10,772
Essex	38.0	.0158	34.5	9.2	15.5	18.2	30.9	14.0	156,132	47,403	18,833	10,773	1,632	21,426	4,665
Franklin	46.8	.0194	31.7	11.9	14.7	17.1	28.1	16.0	207,274	53,248	13,646	13,759	5,118	28,701	13,616

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N.Y. (cont.)

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Fulton	58.2	.0242	34.5	9.2	15.2	17.3	31.9	21.7	234,604	58,018	15,431	15,703	7,254	56,415	16,818
Genesee	61.3	.0255	32.4	10.3	16.0	18.6	27.2	24.1	253,346	62,229	28,133	17,801	15,231	49,367	11,829
Hamilton	5.3	.0022	39.2	7.4	12.4	19.3	36.6	1.9	13,458	4,150	2,494	1,083	397	1,549	
Jefferson	93.1	.0387	32.4	10.4	15.3	17.4	28.6	32.9	499,176	105,981	43,591	55,452	19,532	103,919	28,292
Lewis	25.7	.0106	30.7	10.3	15.2	17.3	26.1	8.7	64,970	20,291	6,429	4,650	1,833	13,833	4,056
Otsego	61.8	.0257	32.2	17.1	14.2	16.3	29.7	21.8	269,391	65,061	26,016	22,261	4,085	71,041	11,681
St. Lawrence	117.7	.0489	29.3	16.5	14.5	16.9	24.8	38.1	454,977	111,630	44,119	30,557	17,172	103,391	34,569
Schoharie	32.2	.0134	32.1	14.8	14.5	17.4	28.4	10.8	116,925	35,995	7,520	7,404	3,350	20,702	4,334
Schuyler	18.9	.0078	33.0	9.4	15.7	18.7	28.1	6.5	47,148	12,854	4,004	218	481	14,463	2,339
Seneca	34.8	.0145	33.5	11.0	15.7	18.5	29.2	12.1	120,923	35,297	9,689	5,310	3,956	31,793	6,594
Steuben	103.4	.0429	33.3	9.5	15.4	18.5	29.0	37.6	405,564	102,932	39,160	36,910	12,670	76,746	22,154
Sullivan	69.8	.0290	35.4	9.8	15.9	18.3	32.2	25.6	352,216	94,518	29,006	37,063	5,187	65,508	8,995
Tompkins	90.7	.0377	26.8	26.4	19.6	15.1	19.0	31.4	443,085	102,719	50,631	42,207	24,520	86,932	15,831
Ulster	167.7	.0696	33.5	11.1	17.0	19.4	28.0	61.3	845,614	197,527	78,658	88,479	20,570	150,438	24,079
Wyoming	42.0	.0174	31.7	10.3	18.0	18.9	25.1	13.6	146,837	39,757	15,114	6,006	5,660	39,890	5,752
Yates	22.8	.0095	34.0	10.4	15.2	17.4	31.1	8.7	67,659	16,734	9,430	3,588	1,104	13,546	3,139
TOTAL METRO COUNTIES	**16,201.0**	**6.7270**	**33.7**	**10.8**	**16.9**	**19.6**	**28.3**	**6,057.4**	**88,247,345**	**18,789,824**	**9,597,677**	**9,771,628**	**5,552,493**	**14,360,441**	**3,137,126**
TOTAL STATE	**17,966.2**	**7.4600**	**33.6**	**11.0**	**16.8**	**19.4**	**28.2**	**6,676.7**	**95,806,920**	**20,695,263**	**10,302,442**	**10,430,430**	**5,792,094**	**15,927,002**	**3,470,997**

N.Y.

S&MM ESTIMATES

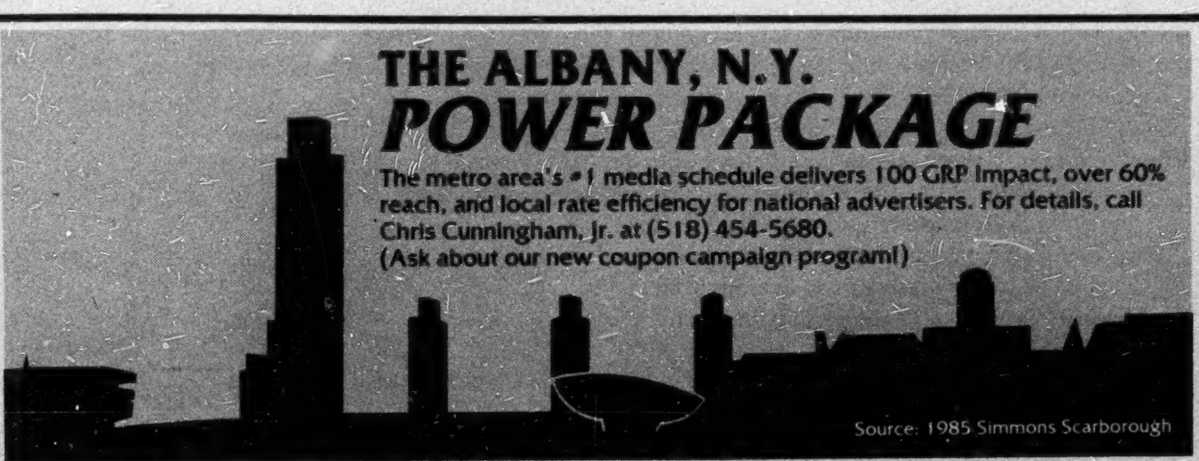
EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
ALBANY - SCHENECTADY - TROY	**10,529,873**	**24,872**	**23.1**	**28.9**	**17.7**	**13.6**	**.3669**
Albany	3,820,010	25,388	22.9	27.7	17.6	15.5	.1426
• Albany	1,197,570	18,949	28.1	24.6	12.1	10.7	.0438
Greene	415,580	18,981	28.9	28.6	12.2	6.6	.0154
Montgomery	573,576	21,308	26.7	30.6	14.6	8.1	.0200
Rensselaer	1,769,600	24,313	22.7	29.1	17.9	12.2	.0570
• Troy	560,390	18,439	27.0	25.4	13.1	8.1	.0197
Saratoga	2,088,803	28,319	20.7	30.1	21.4	15.6	.0661
Schenectady	1,862,304	24,272	23.6	29.3	16.7	13.0	.0658
• Schenectady	747,346	19,063	28.1	28.1	12.3	7.3	.0294
SUBURBAN TOTAL	8,024,567	27,436	21.2	30.2	19.8	15.3	.2740
BINGHAMTON	**3,172,765**	**24,154**	**24.7**	**29.1**	**17.1**	**12.9**	**.1098**
Broome	2,540,337	23,694	25.1	29.3	16.8	12.1	.0909
• Binghamton	611,570	17,964	30.4	25.2	11.5	8.2	.0246
Tioga	632,428	26,254	23.4	28.2	18.1	16.3	.0189
SUBURBAN TOTAL	2,561,195	26,175	23.1	30.3	18.7	14.3	.0852
BUFFALO	**11,142,465**	**23,815**	**22.4**	**29.2**	**17.4**	**11.2**	**.3911**
Erie	11,142,465	23,815	22.4	29.2	17.4	11.2	.3911
• Buffalo	3,304,188	16,393	26.8	24.9	10.8	6.2	.1149
SUBURBAN TOTAL	7,838,277	28,275	19.7	32.0	21.4	14.2	.2762

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
BUFFALO - NIAGARA FALLS CONSOLIDATED AREA	***13,622,762***	***23,981***	***22.3***	***29.5***	***17.7***	***11.0***	***.4748***
ELMIRA	**963,738**	**21,010**	**27.4**	**30.2**	**14.5**	**7.9**	**.0364**
Chemung	963,738	21,010	27.4	30.2	14.5	7.9	.0364
• Elmira	294,113	17,081	29.2	27.3	10.4	4.6	.0127
SUBURBAN TOTAL	669,625	23,464	26.4	31.9	16.8	9.7	.0237
GLENS FALLS	**1,179,721**	**22,251**	**26.2**	**30.6**	**15.7**	**9.3**	**.0450**
Warren	605,653	21,820	26.8	29.6	14.8	10.2	.0259
• Glens Falls	174,099	20,229	26.7	29.7	13.6	7.3	.0106
Washington	574,068	22,704	25.8	31.7	16.5	8.4	.0191
SUBURBAN TOTAL	1,005,622	22,636	26.3	30.7	16.0	9.7	.0344
NASSAU - SUFFOLK	**42,362,957**	**38,289**	**13.3**	**22.8**	**22.6**	**32.9**	**1.3985**
Nassau	23,537,308	41,853	11.7	20.6	21.6	38.5	.7775
Hempstead	571,702	27,681	20.6	24.7	17.6	22.0	.0242
Suffolk	18,825,649	35,351	15.0	25.2	23.5	27.1	.6210
SUBURBAN TOTAL	42,362,957	38,289	13.3	22.8	22.6	32.9	1.3985
NEW YORK	**108,623,082**	**21,815**	**22.7**	**24.2**	**14.2**	**15.2**	**3.5298**
Bronx	9,545,655	15,042	26.8	22.2	9.9	6.1	.3179
Kings	21,941,618	17,502	25.9	23.9	11.7	8.7	.7230



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N.Y. (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
New York (Manhattan)	26,533,748	21,091	22.6	23.0	11.7	17.4	.9375
• New York City	88,048,625	20,317	23.9	24.4	13.4	12.8	2.8837
Putnam	1,244,495	36,767	14.8	23.5	26.2	26.9	.0362
Queens	24,652,804	24,790	22.4	27.6	17.4	14.7	.7474
Richmond	5,374,800	33,263	15.6	24.9	22.9	24.0	.1579
Rockland	4,286,317	40,626	12.7	20.6	22.0	36.5	.1298
Westchester	15,043,645	34,097	16.3	22.8	18.2	30.5	.4801
Mount Vernon	860,945	24,113	22.4	24.2	16.0	17.5	.0285
New Rochelle	1,207,381	30,852	18.3	23.7	16.5	27.2	.0384
• White Plains	827,679	29,986	18.7	23.7	16.6	26.4	.0405
Yonkers	2,776,459	28,459	19.4	25.5	18.5	20.7	.0888
SUBURBAN TOTAL	19,746,778	35,904	15.3	22.3	19.6	31.7	.6056
NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA	***252,011,225***	***27,345***	***19.6***	***24.1***	***17.0***	***21.2***	***8.2459***
NIAGARA FALLS	**2,480,297**	**24,665**	**21.9**	**31.1**	**18.9**	**10.3**	**.0837**
Niagara	2,480,297	24,665	21.9	31.1	18.9	10.3	.0837
• Niagara Falls	705,222	20,725	24.1	29.2	14.8	7.6	.0245
SUBURBAN TOTAL	1,775,075	26,527	20.8	31.9	20.9	11.6	.0592
ORANGE COUNTY	**3,156,054**	**26,530**	**21.0**	**29.6**	**19.7**	**13.8**	**.1137**
Orange	3,156,054	26,530	21.0	29.6	19.7	13.8	.1137
SUBURBAN TOTAL	3,156,054	26,530	21.0	29.6	19.7	13.8	.1137
POUGHKEEPSIE	**3,355,281**	**30,117**	**19.0**	**27.5**	**21.1**	**19.7**	**.1115**
Dutchess	3,355,281	30,117	19.0	27.5	21.1	19.7	.1115
• Poughkeepsie	372,596	18,871	26.1	23.9	12.8	11.0	.0165
SUBURBAN TOTAL	2,982,685	31,823	17.8	28.0	22.6	21.3	.0950
ROCHESTER	**12,983,066**	**27,764**	**20.3**	**28.0**	**20.0**	**16.7**	**.4347**
Livingston	647,815	25,314	23.2	31.2	19.0	11.7	.0215
Monroe	9,767,327	28,619	19.3	26.9	20.3	18.5	.3285
• Rochester	2,703,913	19,636	25.2	26.7	14.0	8.4	.0948
Ontario	1,061,193	25,112	23.7	32.8	18.3	10.4	.0386
Orleans	459,890	25,690	23.6	28.6	20.2	12.3	.0143
Wayne	1,046,841	26,597	21.8	30.4	19.9	13.3	.0318
SUBURBAN TOTAL	10,279,153	30,835	18.4	28.6	22.2	19.8	.3399
SYRACUSE	**8,023,609**	**25,895**	**22.0**	**28.6**	**18.7**	**14.5**	**.2744**
Madison	689,039	22,564	26.0	31.3	15.5	9.2	.0232
Onondaga	5,810,904	25,812	22.0	28.6	18.7	14.3	.2037
• Syracuse	1,798,608	18,442	27.9	25.8	12.4	8.0	.0666

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Oswego	1,323,666	28,524	19.9	27.0	20.7	18.4	.0475
SUBURBAN TOTAL	6,225,001	28,949	19.7	29.9	21.2	17.0	.2078
UTICA - ROME	**3,366,294**	**21,990**	**25.6**	**30.7**	**15.1**	**9.1**	**.1211**
Herkimer	716,612	22,308	25.7	32.0	14.6	9.1	.0242
Oneida	2,649,682	21,901	25.7	30.4	15.3	9.0	.0969
• Rome	442,432	20,737	28.6	30.0	14.2	7.9	.0168
• Utica	703,667	17,521	28.2	26.6	11.3	5.8	.0273
SUBURBAN TOTAL	2,220,195	24,187	24.0	32.5	16.9	10.6	.0770
OTHER COUNTIES							
Allegany	391,780	16,056	33.4	27.9	8.0	2.2	.0148
Cattaraugus	836,519	20,250	27.7	30.7	13.4	6.6	.0301
Cayuga	774,048	20,826	26.9	31.1	15.1	5.9	.0280
Chautauqua	1,576,239	21,614	26.1	30.7	14.5	8.7	.0548
Chenango	502,356	20,594	30.1	30.5	14.8	6.3	.0176
Clinton	752,579	20,232	29.4	29.4	13.8	7.4	.0295
Columbia	704,094	21,738	27.5	30.0	14.7	9.4	.0235
Cortland	455,762	19,937	28.2	30.6	12.4	6.9	.0171
Delaware	454,602	19,590	30.2	30.6	11.4	6.8	.0172
Essex	357,545	18,847	29.9	29.1	11.7	6.1	.0129
Franklin	397,544	17,182	31.7	25.7	11.3	5.5	.0154
Fulton	587,263	20,381	27.7	31.4	12.6	7.0	.0204
Genesee	571,095	21,429	27.0	33.4	14.4	5.9	.0208
Hamilton	39,102	15,431	38.3	24.6	7.3	2.5	.0013
Jefferson	864,062	19,449	28.8	29.0	12.9	6.6	.0339
Lewis	233,624	20,612	27.8	32.8	12.5	6.4	.0076
Otsego	622,255	20,197	29.1	29.0	13.2	8.3	.0220
St. Lawrence	1,085,900	20,299	26.7	27.6	14.4	8.6	.0390
Schoharie	289,021	19,692	29.3	30.7	12.7	5.8	.0104
Schuyler	190,275	22,657	28.2	33.2	16.3	7.6	.0060
Seneca	425,518	26,904	22.8	30.6	19.9	14.4	.0131
Steuben	1,038,523	20,564	28.3	30.1	13.6	7.8	.0358
Sullivan	714,766	19,305	28.7	28.3	12.2	7.8	.0261
Tompkins	1,117,597	24,214	24.2	26.6	16.1	16.5	.0371
Ulster	2,022,091	24,178	24.1	27.4	16.9	14.5	.0682
Wyoming	421,422	24,197	23.8	33.0	17.2	10.2	.0142
Yates	219,801	18,309	30.3	28.6	10.7	6.0	.0072
TOTAL METRO COUNTIES	**211,334,202**	**25,064**	**21.3**	**25.4**	**16.6**	**17.2**	**7.0166**
TOTAL STATE	**228,984,585**	**24,556**	**21.8**	**25.9**	**16.4**	**16.4**	**7.6406**

NORTH CAROLINA

N.C.

S&MM ESTIMATES

POPULATION—12/31/85

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)
				18–24 Years	25–34 Years	35–49 Years	50 & Over	
ASHEVILLE	**168.0**	**.0697**	**34.8**	**9.7**	**17.0**	**19.6**	**30.1**	**66.1**
Buncombe	168.0	.0697	34.8	9.7	17.0	19.6	30.1	66.1
• Asheville	59.2	.0246	38.1	9.3	16.0	16.7	37.0	25.2
SUBURBAN TOTAL	108.8	.0451	33.6	10.0	17.3	21.2	26.5	40.9
BURLINGTON	**100.5**	**.0417**	**34.2**	**11.1**	**16.1**	**20.2**	**28.6**	**38.2**
Alamance	100.5	.0417	34.2	11.1	16.1	20.2	28.6	38.2
• Burlington	37.5	.0156	35.4	10.2	16.1	19.1	31.4	15.1
SUBURBAN TOTAL	63.0	.0261	33.6	11.7	16.0	20.9	26.9	23.1
CHARLOTTE - GASTONIA - ROCK HILL	**1,049.0**	**.4357**	**31.8**	**11.5**	**18.1**	**20.1**	**24.3**	**387.6**
Cabarrus	93.3	.0388	33.9	10.2	16.2	20.3	27.9	34.2

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ASHEVILLE	**1,190,197**	**226,466**	**103,558**	**143,276**	**52,945**	**295,339**	**47,784**
Buncombe	1,190,197	226,466	103,558	143,276	52,945	295,339	47,784
• Asheville	835,085	135,962	78,751	128,186	35,107	183,698	33,406
SUBURBAN TOTAL	355,112	90,504	24,807	15,090	17,838	111,641	14,378
BURLINGTON	**763,657**	**147,208**	**61,140**	**68,802**	**43,070**	**210,610**	**24,946**
Alamance	763,657	147,208	61,140	68,802	43,070	210,610	24,946
• Burlington	544,619	80,380	42,806	62,926	31,110	172,434	16,824
SUBURBAN TOTAL	219,038	66,828	18,334	5,876	11,960	38,176	8,122
CHARLOTTE - GASTONIA - ROCK HILL	**6,611,375**	**1,500,788**	**536,856**	**663,578**	**334,183**	**1,749,710**	**199,331**
Cabarrus	544,825	125,405	35,375	60,139	27,257	154,100	17,572

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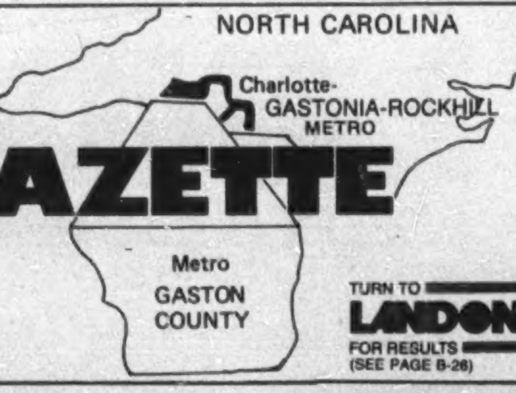

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**Fas-Fax, March 31, 1986

N.C. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
• Kannapolis	32.8	.0136	35.2	10.5	14.8	17.9	32.4	12.7	212,750	47,961	13,445	41,124	12,401	42,494	6,874
Gaston	169.5	.0704	32.1	10.6	17.1	19.9	25.2	60.9	873,530	226,124	66,175	130,659	30,457	200,226	36,414
• Gastonia	51.4	.0213	33.4	10.1	16.6	18.4	28.9	19.3	581,070	123,870	41,229	113,304	21,632	145,046	21,968
Lincoln	47.0	.0195	32.3	10.0	17.4	21.1	24.3	17.1	165,346	44,983	12,219	14,166	6,316	39,060	8,276
Mecklenburg	438.1	.1819	31.2	12.2	19.8	20.4	22.0	168.5	3,469,542	616,288	313,907	336,320	213,495	988,570	85,139
• Charlotte	340.4	.1413	31.0	12.1	20.5	19.5	22.3	134.0	3,073,437	476,681	278,285	305,955	195,387	949,575	75,256
Rowan	103.0	.0428	34.7	10.9	15.8	18.9	30.6	38.9	596,579	221,416	33,742	35,436	20,869	127,252	18,526
Union	78.9	.0328	30.6	11.3	17.2	20.6	21.8	26.5	332,537	87,795	18,057	38,499	9,679	87,981	9,176
York, S. C.	*119.2*	*.0495*	*30.5*	*12.2*	*17.6*	*19.8*	*22.4*	*41.5*	*629,016*	*178,777*	*57,381*	*48,359*	*26,110*	*152,521*	*24,228*
• *Rock Hill*	*39.2*	*.0163*	*29.3*	*16.5*	*16.9*	*15.9*	*24.5*	*13.8*	*381,789*	*95,848*	*38,065*	*43,173*	*18,843*	*63,646*	*15,547*
SUBURBAN TOTAL	585.2	.2432	32.1	10.9	17.1	21.1	24.1	207.8	2,362,329	756,428	165,832	160,022	85,920	548,949	79,686
FAYETTEVILLE	**263.7**	**.1095**	**25.4**	**20.2**	**19.6**	**17.6**	**13.6**	**83.9**	**1,344,263**	**258,860**	**119,972**	**199,069**	**113,484**	**342,710**	**30,048**
Cumberland	263.7	.1095	25.4	20.2	19.6	17.6	13.6	83.9	1,344,263	256,860	119,972	199,069	113,484	342,710	30,048
• Fayetteville	70.1	.0291	30.2	14.8	16.9	18.5	23.3	26.7	897,371	139,636	79,482	175,778	49,947	250,606	23,816
SUBURBAN TOTAL	193.6	.0804	24.3	22.1	20.6	17.2	10.1	57.2	446,892	119,224	40,490	23,291	63,537	92,104	6,232
GREENSBORO - WINSTON-SALEM - HIGH POINT	**902.1**	**.3745**	**32.5**	**11.7**	**17.7**	**20.5**	**25.1**	**341.8**	**5,478,379**	**1,064,848**	**506,459**	**604,371**	**326,066**	**1,367,381**	**174,563**
Davidson	121.9	.0506	32.8	10.2	17.1	21.4	24.9	44.8	478,661	111,837	39,406	27,967	25,888	117,275	19,912
Davie	27.1	.0112	33.1	9.0	18.0	21.5	25.2	9.9	75,473	19,534	4,871	2,351	10,498	12,905	3,431
Forsyth	258.0	.1071	32.5	12.1	18.1	20.2	25.3	100.7	1,933,537	358,443	184,121	227,268	94,198	533,977	60,342
• Winston-Salem	144.4	.0600	32.3	14.2	17.1	17.6	27.8	58.0	1,547,359	248,728	150,001	218,478	74,871	429,054	45,721
Guilford	328.8	.1366	32.0	13.0	17.9	19.7	24.8	125.0	2,439,505	441,013	233,212	302,260	174,156	576,502	67,494
• Greensboro	177.9	.0739	30.8	15.6	19.0	17.7	24.3	68.1	1,728,609	297,520	171,922	235,704	107,343	413,411	43,445
• High Point	67.3	.0279	32.7	11.4	16.7	18.0	28.1	25.7	609,722	113,945	46,334	65,378	63,451	150,898	18,773
Randolph	99.6	.0413	33.1	10.0	17.5	21.7	24.9	37.3	371,369	86,568	29,470	39,827	12,984	78,223	14,953
Stokes	36.6	.0152	32.1	9.7	18.0	21.5	23.3	12.9	71,867	15,867	6,807	875	4,132	20,877	3,699
Yadkin	30.1	.0125	34.9	9.5	16.4	21.2	28.7	11.2	107,967	31,586	8,572	3,823	4,210	27,682	4,732
SUBURBAN TOTAL	512.5	.2127	33.1	9.6	17.8	22.6	24.0	190.0	1,592,689	404,655	138,202	84,811	80,401	374,018	66,624
HICKORY	**217.2**	**.0902**	**32.5**	**10.5**	**17.5**	**21.3**	**24.3**	**79.7**	**1,180,385**	**267,420**	**100,584**	**106,514**	**56,332**	**273,022**	**49,200**
Alexander	27.5	.0114	31.8	10.5	17.8	22.1	22.3	9.7	69,691	20,091	6,194	3,098	3,314	14,513	3,108
Burke	76.5	.0318	33.0	10.2	17.1	21.5	24.9	28.0	263,362	81,250	24,132	16,655	9,518	40,033	12,519
Catawba	113.2	.0470	32.3	10.8	17.7	20.8	24.4	42.0	847,332	166,079	70,258	86,761	43,500	218,476	33,573
• Hickory	24.8	.0103	33.8	13.8	16.0	18.2	29.9	10.2	483,876	84,575	42,610	56,973	27,923	113,862	18,666
SUBURBAN TOTAL	192.4	.0799	32.3	10.1	17.6	21.7	23.6	69.5	696,509	182,845	57,974	49,541	28,409	159,160	30,534
JACKSONVILLE	**121.4**	**.0504**	**23.4**	**31.3**	**17.3**	**14.5**	**11.0**	**34.8**	**566,056**	**108,966**	**49,003**	**84,378**	**38,092**	**170,807**	**13,766**
Onslow	121.4	.0504	23.4	31.3	17.3	14.5	11.0	34.8	566,036	108,966	49,003	84,378	38,092	170,807	13,766

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Source: Sales & Marketing Management, 1986 Survey of Buying Power; NC Alcholic Beverage Control Boards (July 1, 1984-June 30, 1985); Scarborough Research Corp.

N.C. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985							
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
• Jacksonville	26.4	.0110	27.9	16.5	20.2	18.2	17.5	9.5	427,584	72,135	35,002	81,853	32,227	122,505	8,955
SUBURBAN TOTAL	95.0	.0394	22.9	35.5	16.5	13.4	9.3	25.3	138,472	36,821	14,001	2,525	5,865	48,302	4,811
RALEIGH - DURHAM	**632.9**	**.2628**	**30.1**	**16.1**	**20.6**	**19.1**	**20.8**	**238.3**	**3,973,862**	**792,430**	**372,928**	**495,734**	**230,178**	**969,985**	**148,342**
Durham	161.9	.0672	30.7	15.2	20.0	17.6	23.7	62.3	1,073,479	203,170	94,894	147,849	60,471	270,008	44,262
• Durham	103.4	.0429	29.9	18.6	20.0	14.1	25.8	41.2	917,470	192,922	82,954	147,683	44,219	188,569	40,954
Franklin	32.6	.0136	33.0	11.4	16.0	18.0	28.9	11.4	79,292	24,334	5,578	6,048	1,762	13,509	4,401
Orange	84.0	.0349	27.6	25.1	21.6	16.2	17.9	31.5	420,256	121,830	56,496	26,545	19,098	55,835	15,197
• Chapel Hill	34.1	.0142	24.5	38.6	19.0	13.6	14.5	11.2	262,460	61,186	43,179	21,810	12,041	37,712	11,178
Wake	354.4	.1471	30.3	14.9	21.0	20.6	19.5	133.1	2,400,835	443,096	215,960	315,292	148,847	630,603	84,502
• Raleigh	181.3	.0753	29.8	19.4	21.1	18.2	20.8	69.9	1,653,247	238,608	162,382	237,241	80,177	530,618	49,020
SUBURBAN TOTAL	314.1	.1304	31.0	11.0	20.7	21.9	19.9	116.0	1,140,685	299,714	84,413	89,000	93,741	213,056	47,210
WILMINGTON	**113.3**	**.0470**	**31.8**	**11.8**	**18.4**	**19.3**	**24.9**	**43.3**	**878,435**	**159,123**	**79,308**	**123,900**	**44,241**	**224,649**	**25,111**
New Hanover	113.3	.0470	31.8	11.8	18.4	19.3	24.9	43.3	878,435	159,123	79,308	123,900	44,241	224,649	25,111

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S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
• Wilmington	45.7	.0190	32.3	14.1	16.7	14.7	30.8	19.0	666,015	110,977	54,692	96,815	42,168	166,197	22,770
SUBURBAN TOTAL	67.6	.0280	31.5	10.3	19.7	22.3	20.8	24.3	212,420	48,146	24,616	27,085	2,073	58,452	2,341
OTHER COUNTIES															
Alleghany	10.2	.0043	36.0	8.9	15.5	19.5	32.0	3.9	33,636	6,713	2,056	1,606	840	6,845	1,866
Anson	26.4	.0109	31.8	9.8	16.0	16.2	28.6	8.8	75,476	21,543	4,488	3,197	4,330	18,638	3,762
Ashe	23.3	.0097	35.2	9.2	15.8	20.1	30.2	9.0	91,706	20,093	4,810	6,877	3,363	25,008	2,948
Avery	15.2	.0063	32.0	12.9	16.7	19.0	25.9	5.3	65,663	18,841	3,830	5,089	1,207	9,677	2,713
Beaufort	42.9	.0178	33.0	9.8	15.9	18.4	28.4	15.7	201,319	53,299	11,585	21,676	6,791	49,335	8,143
Bertie	21.3	.0089	32.0	10.7	14.1	16.6	29.1	7.4	50,440	16,391	1,925	1,333	1,748	15,823	1,548
Bladen	31.7	.0131	31.5	10.4	16.7	18.0	26.2	11.1	82,631	21,898	2,986	6,287	2,343	20,272	4,118
Brunswick	46.4	.0193	32.3	9.8	16.7	19.2	26.4	16.7	172,233	62,977	23,299	12,692	3,393	18,837	6,168
Caldwell	72.1	.0299	32.2	10.6	16.8	21.7	23.6	25.9	324,606	83,328	18,401	22,208	28,564	93,395	13,435
Camden	6.0	.0025	33.3	10.7	14.1	19.8	27.9	2.0	13,941	3,758	853	468	469	882	107
Carteret	48.1	.0200	33.2	11.6	17.2	19.0	27.9	18.7	282,785	49,786	29,174	27,741	16,138	58,662	8,294
Caswell	22.3	.0092	31.8	11.1	17.1	19.3	25.2	7.1	24,166	8,972	384	2,168	949	5,942	1,571
Chatham	36.3	.0151	33.1	10.0	19.5	19.6	26.6	13.7	120,218	34,158	8,463	8,235	3,524	34,949	2,892
Cherokee	20.3	.0084	35.7	8.6	14.7	19.4	31.6	7.7	97,685	29,744	7,831	7,775	8,324	10,051	3,549
Chowan	13.4	.0056	33.9	9.6	15.5	17.1	31.3	5.0	58,037	16,933	3,167	8,678	1,668	11,918	2,215
Clay	7.3	.0030	36.3	8.5	16.3	17.1	34.5	2.7	23,892	3,302	245	709	1,071	9,557	1,087
Cleveland	87.2	.0362	32.3	10.5	16.5	19.8	25.8	30.9	368,495	104,479	33,243	35,340	16,768	84,271	17,620
Columbus	52.5	.0218	32.1	10.3	15.8	19.6	25.8	18.5	243,755	55,964	13,187	18,408	8,239	59,903	11,347
Craven	77.4	.0322	27.7	17.0	18.2	16.9	19.8	27.1	440,668	105,503	31,281	50,333	20,608	133,496	11,012
Currituck	13.7	.0056	33.2	10.5	16.1	19.1	28.0	5.1	29,828	14,591	2,333	493	1,203	664	513
Dare	17.4	.0073	34.7	10.4	18.7	18.1	31.4	7.1	152,189	41,821	30,215	9,481	5,170	12,187	1,451
Duplin	42.0	.0175	32.5	10.3	15.5	19.0	27.2	15.0	143,009	45,090	9,375	8,101	8,682	32,938	5,863
Edgecombe	58.8	.0244	30.6	11.0	17.1	17.3	25.1	20.0	210,384	62,524	11,946	19,848	10,991	43,665	9,311
Gates	9.6	.0039	33.9	10.6	15.3	17.9	30.4	3.1	19,680	6,190	1,175	636	139	7,273	1,130
Graham	7.5	.0032	33.2	9.4	16.1	19.2	27.9	2.5	14,616	5,151	1,127	1,059	531	815	742
Granville	35.3	.0146	33.1	10.4	16.5	20.0	26.8	11.6	114,865	35,466	6,820	8,777	3,261	24,786	8,876
Greene	16.4	.0068	30.3	12.0	16.8	17.5	24.7	5.4	21,846	4,932	1,516	1,549	1,328	4,744	486
Halifax	56.2	.0233	32.2	10.4	15.4	17.3	28.4	19.5	305,411	65,211	20,531	43,992	26,377	52,355	11,453
Harnett	63.5	.0264	30.2	15.1	16.0	18.0	24.2	22.1	235,816	60,080	19,769	23,182	10,052	34,508	13,625
Haywood	48.7	.0202	36.1	9.1	15.3	20.9	30.8	18.7	292,390	60,453	21,155	11,776	10,920	90,216	11,582
Henderson	68.2	.0283	37.3	8.3	15.0	19.0	34.3	27.4	452,273	83,917	31,836	22,448	14,052	150,896	14,084
Hertford	23.2	.0096	31.7	12.5	14.9	17.0	28.0	7.9	104,537	27,999	9,220	14,324	6,086	19,159	4,131
Hoke	22.4	.0093	27.5	14.0	16.8	17.0	20.3	6.7	32,228	12,368	2,073	3,603	1,739	5,712	1,807
Hyde	5.9	.0025	32.9	10.9	14.9	16.4	30.4	2.1	12,791	5,423	1,913	1,337	430	609	316
Iredell	88.4	.0367	33.3	10.1	16.4	20.2	27.1	32.4	444,452	112,177	38,699	44,028	18,894	100,556	19,416
Jackson	27.4	.0114	29.7	20.5	15.4	17.6	24.2	9.4	119,402	33,447	11,765	11,456	4,645	25,903	6,906
Johnston	77.2	.0320	33.0	9.8	17.0	20.1	26.5	28.7	404,910	87,065	29,883	19,246	31,107	86,065	14,727
Jones	9.7	.0040	31.7	11.1	15.6	17.3	27.6	3.2	21,205	2,909	759	3,166	484	5,986	217
Lee	40.9	.0170	32.0	10.8	17.3	20.1	24.8	14.6	260,807	72,681	18,454	17,525	8,189	70,991	7,938
Lenoir	61.9	.0257	32.1	10.7	16.4	19.2	26.1	22.4	337,072	75,443	23,648	40,595	16,526	81,216	12,266
McDowell	36.4	.0152	33.2	9.8	16.3	20.3	26.8	13.2	154,825	40,607	12,099	12,567	4,752	40,766	6,640
Macon	23.1	.0095	38.9	8.1	14.5	19.0	36.2	9.3	127,728	27,232	10,347	13,267	5,673	10,695	5,138
Madison	17.3	.0072	34.0	12.9	15.1	18.7	29.8	6.3	34,627	6,426	2,055	1,354	1,532	8,608	1,997
Martin	27.8	.0116	32.2	10.3	16.0	18.2	27.3	9.4	98,448	27,219	10,474	13,390	4,756	18,271	3,555
Mitchell	14.7	.0061	36.5	9.6	15.2	20.5	31.7	5.3	50,596	8,876	3,713	1,179	3,547	19,400	2,427
Montgomery	23.9	.0099	32.6	10.4	16.4	18.1	27.9	8.5	75,635	19,911	6,409	3,198	3,778	16,364	4,332
Moore	57.5	.0239	34.8	10.4	15.2	17.7	32.0	22.4	241,390	64,672	18,517	13,185	8,627	71,978	8,952
Nash	71.5	.0297	32.0	10.6	17.5	18.9	25.8	26.3	489,083	102,341	52,182	57,586	20,308	103,596	17,095
Rocky Mount	47.1	.0196	32.4	9.7	17.8	17.4	27.9	18.2	447,371	97,645	43,787	55,773	20,949	86,378	18,210
Northampton	22.9	.0095	33.2	10.8	15.2	17.2	30.0	7.6	44,380	15,040	3,017	990	293	6,400	1,263
Pamlico	11.1	.0046	34.1	9.8	15.2	18.1	30.6	3.9	41,190	10,037	2,608	1,175	394	17,576	830
Pasquotank	30.7	.0128	31.0	14.8	15.7	16.9	26.9	11.1	218,532	31,325	14,118	23,095	12,223	55,243	9,241
Pender	25.0	.0104	32.9	9.3	16.3	18.5	28.1	8.7	60,573	26,701	2,770	2,253	868	7,918	2,253
Perquimans	10.1	.0041	35.4	10.2	13.8	17.7	32.8	3.8	22,900	3,925	1,969	862	399	9,072	367
Person	30.2	.0126	32.6	10.7	16.7	18.6	27.3	10.8	127,797	32,694	6,600	7,316	6,268	36,898	6,566
Pitt	94.6	.0393	28.2	20.0	17.9	16.5	21.3	35.7	559,012	103,587	51,916	54,203	32,605	155,366	12,883
Polk	14.5	.0060	40.3	7.9	13.7	17.9	38.8	5.7	40,403	9,592	3,113	1,189	1,278	10,837	2,550
Richmond	47.5	.0198	32.5	10.5	15.9	17.9	28.2	17.2	211,098	52,999	15,071	19,884	10,967	52,320	10,193
Robeson	108.2	.0449	28.6	11.5	16.5	17.2	22.3	34.6	443,998	93,440	29,821	24,272	26,548	86,082	14,892
Rockingham	87.4	.0363	33.2	10.3	16.6	19.3	27.7	32.4	394,014	117,644	31,947	38,537	29,670	57,073	17,932
Rutherford	56.3	.0233	34.3	9.3	15.5	19.2	29.8	21.1	292,264	69,695	19,627	21,510	13,965	83,190	12,347
Sampson	51.9	.0216	32.7	10.1	15.8	18.9	27.5	18.4	173,421	41,570	9,135	19,028	11,208	38,959	7,786
Scotland	34.8	.0144	29.2	12.0	17.3	17.5	22.5	11.6	172,326	54,739	13,124	21,645	6,927	35,898	4,176
Stanly	52.1	.0217	34.1	10.5	15.9	19.5	29.2	19.3	221,286	54,285	15,703	14,822	8,950	55,806	10,838
Surry	62.6	.0260	34.1	9.8	16.0	20.2	28.4	23.3	388,499	78,488	21,992	26,911	18,454	93,461	18,094
Swain	10.8	.0044	33.9	10.1	14.9	18.9	29.4	4.0	52,092	15,361	8,622	2,546	1,375	6,535	1,489
Transylvania	25.4	.0106	33.9	11.1	15.4	19.8	28.6	9.4	97,866	28,306	7,586	7,675	2,855	20,141	4,644
Tyrrell	4.0	.0016	34.3	10.4	13.3	16.7	32.4	1.4	6,151	1,307	129	148	56	770	
Vance	38.7	.0161	31.9	10.1	16.6	17.8	27.1	13.5	204,758	43,732	14,493	23,870	10,476	48,693	6,685
Warren	16.6	.0069	33.7	10.1	14.4	15.8	32.2	5.6	42,286	15,075	1,795	2,213	3,573	6,833	2,000
Washington	15.2	.0063	30.3	11.0	17.0	17.7	24.3	5.1	40,042	13,104	2,947	3,372	2,436	8,088	1,939
Watauga	34.1	.0142	28.0	25.6	15.9	16.9	21.9	12.2	234,283	48,469	25,765	13,910	13,989	51,999	7,688
Wayne	101.0	.0419	29.9	13.4	17.6	19.3	21.7	35.5	504,750	94,667	34,865	60,543	23,501	143,061	15,379
Wilkes	62.7	.0261	32.6	10.5	17.4	20.8	25.0	23.0	271,208	56,240	17,392	20,312	5,623	69,026	9,395
Wilson	63.2	.0270	31.3	11.9	17.0	18.6	25.2	23.5	386,464	74,756	28,922	49,994	14,990	101,718	14,556
Yancey	15.6	.0065	34.6	9.0	16.7	19.4	29.9	5.6	40,390	13,918	2,659	2,469	501	7,134	2,601
TOTAL METRO COUNTIES	3,468.9	1.4320	31.0	13.6	18.4	19.7	23.0	1,272.2	21,307,598	4,347,352	1,872,427	2,441,263	1,212,481	5,461,462	688,883
TOTAL STATE	6,304.9	2.6179	31.5	12.6	17.6	19.2	24.6	2,299.0	34,422,973	7,481,902	2,871,549	3,569,375	1,836,980	8,526,122	1,189,059

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*S&MM 1986 Survey of Buying Power
**1985 Newspaper Ratings Study

The Charlotte Observer

Represented Nationally by Knight Ridder Newspaper Sales

N.C. S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ASHEVILLE	**1,711,710**	**19,507**	**28.6**	**29.1**	**12.4**	**7.1**	**.0701**
Buncombe	1,711,710	19,507	28.6	29.1	12.4	7.1	.0701
• Asheville	614,905	17,094	29.7	25.0	10.3	7.0	.0339
SUBURBAN TOTAL	1,096,805	20,915	27.9	31.6	13.7	7.2	.0362
BURLINGTON	**1,044,196**	**21,459**	**26.6**	**31.1**	**14.7**	**7.8**	**.0435**
Alamance	1,044,196	21,459	26.6	31.1	14.7	7.8	.0435
• Burlington	413,453	20,707	26.5	29.4	13.7	8.7	.0222
SUBURBAN TOTAL	630,743	21,947	26.7	32.3	15.3	7.1	.0213
CHARLOTTE - GASTONIA - ROCK HILL	**11,727,909**	**23,623**	**24.5**	**31.0**	**16.8**	**10.8**	**.4390**
Cabarrus	1,020,917	23,874	24.3	31.6	17.4	9.9	.0378
• Kannapolis	339,865	21,539	27.0	32.4	14.5	6.9	.0134
Gaston	1,778,539	23,221	24.7	32.6	16.4	9.1	.0645

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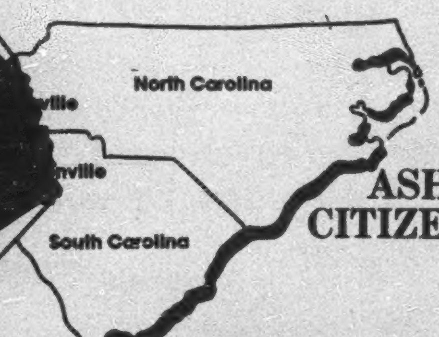

ASHEVILLE CITIZEN & TIMES

The Greenville News
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provides 30% coverage of nation's 33rd ranking ADI (A must! to supplement Charlotte, N.C. newspapers coverage of 28%)

187,910 circulation

18.8% group discount

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TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

N.C. (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

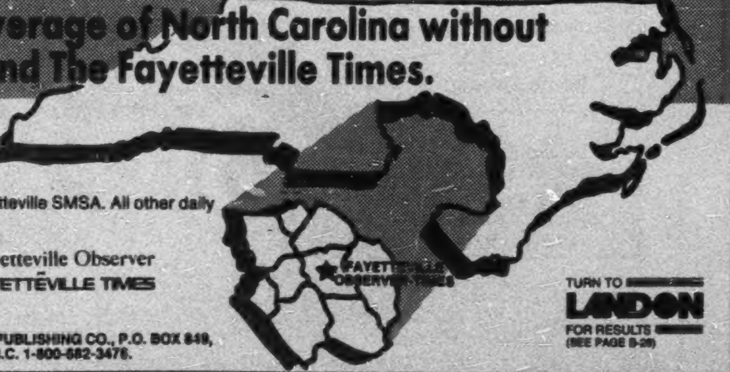
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
• Gastonia	556,091	21,367	25.9	28.6	13.8	10.8	.0267
Lincoln	496,473	23,123	24.8	34.6	16.0	8.3	.0162
Mecklenburg	5,365,151	24,319	24.1	29.0	17.4	13.1	.2068
• Charlotte	4,141,940	23,195	25.2	28.9	15.9	12.6	.1683
Rowan	1,081,495	22,021	26.5	33.4	14.6	7.4	.0407
Union	745,785	22,256	25.6	33.1	15.1	7.5	.0272
York, S. C.	*1,249,549*	*24,384*	*23.0*	*31.4*	*17.8*	*10.9*	*.0458*
• Rock Hill	*369,633*	*20,752*	*26.6*	*29.3*	*14.8*	*7.7*	*.0181*
SUBURBAN TOTAL	6,320,380	24,422	23.6	32.5	17.9	10.1	.2125
FAYETTEVILLE	**2,428,655**	**19,660**	**31.1**	**29.1**	**12.9**	**7.1**	**.0942**
Cumberland	2,428,655	19,660	31.1	29.1	12.9	7.1	.0942
• Fayetteville	718,711	18,577	27.2	23.8	12.4	10.5	.0379
SUBURBAN TOTAL	1,709,944	20,051	33.0	31.5	13.1	5.5	.0563
GREENSBORO - WINSTON-SALEM - HIGH POINT	**10,205,304**	**22,640**	**25.3**	**30.0**	**15.4**	**10.9**	**.3747**
Davidson	1,240,875	21,786	26.9	32.5	14.3	6.0	.0425
Davie	281,978	22,188	25.3	30.8	15.0	9.4	.0090
Forsyth	3,164,681	23,840	23.3	28.4	16.6	13.2	.1195
• Winston-Salem	1,719,120	20,246	26.2	25.8	12.5	12.2	.0760
Guilford	3,878,342	22,835	25.5	28.8	15.5	12.2	.1490
• Greensboro	2,109,261	22,151	26.3	28.2	14.3	12.6	.0896
• High Point	711,145	19,496	28.6	27.2	12.3	9.3	.0314
Randolph	966,208	20,773	29.0	33.5	12.6	6.1	.0334
Stokes	378,862	24,455	22.0	32.0	18.1	9.7	.0112
Yadkin	294,358	20,492	25.6	29.0	14.5	7.6	.0101
SUBURBAN TOTAL	5,665,778	23,970	24.3	32.1	17.1	10.2	.1777
HICKORY	**2,244,990**	**21,971**	**27.7**	**33.8**	**14.1**	**7.5**	**.0835**
Alexander	255,756	21,248	28.2	33.9	13.8	5.8	.0084
Burke	727,945	20,032	30.9	32.9	12.0	5.2	.0249
Catawba	1,261,289	23,651	25.7	34.1	15.6	9.5	.0502
• Hickory	307,622	20,300	28.8	28.1	10.2	12.5	.0180
SUBURBAN TOTAL	1,937,368	22,196	27.6	34.5	14.7	6.8	.0655

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
JACKSONVILLE	**935,846**	**15,578**	**38.8**	**24.9**	**7.7**	**3.2**	**.0390**
Onslow	935,846	15,578	38.8	24.9	7.7	3.2	.0390
• Jacksonville	228,922	18,596	33.6	29.8	11.7	4.3	.0155
SUBURBAN TOTAL	706,924	14,600	40.8	23.0	6.2	2.8	.0235
RALEIGH - DURHAM	**7,749,780**	**24,658**	**23.4**	**28.0**	**17.1**	**14.5**	**.2763**
Durham	2,028,395	24,163	23.1	26.7	16.9	15.3	.0727
• Durham	1,211,033	20,424	26.7	26.4	13.0	11.6	.0499
Franklin	268,326	17,488	28.4	26.4	11.3	6.0	.0093
Orange	920,591	20,070	27.8	26.3	12.4	11.5	.0324
• Chapel Hill	388,595	21,023	26.9	21.6	12.1	18.4	.0154
Wake	4,532,468	26,854	21.9	29.1	18.9	15.6	.1619
• Raleigh	2,335,219	24,461	24.3	27.4	16.3	15.6	.0923
SUBURBAN TOTAL	3,814,933	26,854	21.3	29.5	19.6	14.5	.1187
WILMINGTON	**1,128,108**	**19,664**	**26.0**	**28.6**	**12.9**	**7.7**	**.0483**
New Hanover	1,128,108	19,664	26.0	28.6	12.9	7.7	.0483
• Wilmington	404,472	13,891	29.2	20.6	7.5	6.1	.0253
SUBURBAN TOTAL	723,636	24,141	23.5	34.9	17.1	8.9	.0230
OTHER COUNTIES							
Alleghany	78,533	14,861	33.9	24.7	4.6	4.7	.0029
Anson	183,781	15,932	30.7	26.4	8.3	3.6	.0071
Ashe	187,788	15,510	31.9	26.6	7.1	3.8	.0072
Avery	113,072	15,516	35.6	24.5	8.3	3.6	.0048
Beaufort	362,088	16,989	28.9	26.4	10.0	5.9	.0143
Bertie	161,390	15,081	29.0	25.0	8.1	5.0	.0057
Bladen	220,946	14,531	31.9	22.6	7.6	3.4	.0084
Brunswick	398,034	18,343	26.4	29.0	11.4	5.6	.0147
Caldwell	667,906	20,759	28.9	34.9	11.6	5.6	.0249
Camden	48,018	19,625	23.4	32.8	10.1	6.3	.0016
Carteret	470,120	19,047	29.7	28.4	13.1	5.9	.0185
Caswell	139,818	15,116	31.8	26.9	6.6	2.2	.0048
Chatham	344,353	20,308	28.2	32.7	12.9	5.3	.0117
Cherokee	158,612	14,877	34.7	23.2	8.0	3.8	.0066

You can't complete your coverage of North Carolina without The Fayetteville Observer and The Fayetteville Times.



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The Fayetteville Observer
THE FAYETTEVILLE TIMES

TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-28)

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GREENSBORO/WINSTON-SALEM/HIGH POINT ADI

There's an often-overlooked portion of the ADI that is extremely important — the Piedmont Area Newspaper Group markets (High Point City and Alamance, Davidson, and Rockingham Counties). Two newspapers, Greensboro and Winston-Salem, with only 33% coverage, are not enough to reach these markets you need.

PANG
Piedmont Area Newspaper Group
- High Point Enterprise/Times
- Burlington Daily Times-News
- Lexington Dispatch
- Reidsville Review - Eden News

PANG MARKETS PENETRATION-64% PANG ADI CIRCULATION-95,382

21% SAVINGS ON GROUP BUY
Source: Circulation 85/86

TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

N.C. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Chowan	116,838	16,390	31.0	25.4	9.4	5.8	.0045
Clay	54,131	14,825	34.9	21.6	6.5	4.7	.0021
Cleveland	830,695	21,417	25.8	32.0	14.7	6.9	.0300
Columbus	438,107	16,729	28.7	24.2	10.6	7.2	.0174
Craven	703,693	18,108	29.8	26.7	11.7	6.5	.0285
Currituck	120,793	18,247	28.1	27.6	10.9	6.6	.0039
Dare	188,411	19,147	32.6	28.7	11.2	7.7	.0081
Duplin	315,287	15,638	29.9	25.6	8.1	4.3	.0121
Edgecombe	479,439	18,732	26.4	29.6	11.9	5.4	.0180
Gates	69,592	17,360	26.7	29.6	10.9	2.9	.0025
Graham	46,994	14,568	34.0	25.5	4.9	2.2	.0018
Granville	299,103	19,549	27.1	29.6	12.9	6.3	.0108
Greene	125,369	16,410	30.8	25.6	9.3	6.0	.0040
Halifax	419,949	15,006	27.5	24.1	8.3	5.4	.0187
Harnett	507,242	16,881	31.7	27.2	10.1	4.1	.0195
Haywood	511,657	20,927	26.3	27.5	15.7	9.0	.0194
Henderson	756,556	21,183	26.5	29.7	14.2	9.2	.0289
Hertford	190,205	17,534	27.3	26.0	11.3	6.8	.0075
Hoke	166,496	18,960	28.6	29.1	12.4	5.8	.0056
Hyde	40,446	13,797	31.8	22.4	6.2	3.8	.0015
Iredell	877,755	21,341	27.3	32.0	14.7	6.9	.0326
Jackson	221,831	16,298	31.9	25.8	8.7	5.0	.0088
Johnston	614,661	16,304	30.1	27.8	7.9	4.0	.0260
Jones	64,413	15,208	31.5	25.6	7.6	3.4	.0025
Lee	389,228	19,903	28.5	29.5	12.3	8.0	.0159
Lenoir	543,148	18,208	28.6	28.4	11.2	6.0	.0220
McDowell	327,132	20,187	28.1	33.5	12.4	4.6	.0123
Macon	198,286	15,068	35.1	23.3	6.9	4.3	.0082
Madison	142,390	15,157	30.8	24.0	7.9	4.6	.0046
Martin	214,101	16,962	29.6	26.5	10.2	5.5	.0083
Mitchell	120,374	17,854	30.1	27.9	13.0	3.3	.0044
Montgomery	200,141	18,709	29.0	31.4	10.4	4.6	.0073
Moore	622,076	20,361	27.1	29.9	11.5	9.5	.0210
Nash	677,176	18,779	26.9	27.4	12.6	7.1	.0286
Rocky Mount	467,722	18,796	26.0	26.7	12.6	7.8	.0219
Northampton	158,397	13,831	31.6	21.1	7.2	4.4	.0058
Pamlico	82,122	15,860	27.2	26.6	8.7	4.2	.0033
Pasquotank	245,844	16,212	30.2	25.1	10.2	4.3	.0117
Pender	173,202	14,496	30.3	24.5	7.3	3.9	.0065
Perquimans	67,586	13,366	33.2	21.2	6.9	1.6	.0025
Person	256,591	18,497	28.8	30.2	11.3	4.5	.0097
Pitt	856,083	16,986	27.9	24.9	11.1	6.4	.0353
Polk	159,265	20,145	27.8	25.6	13.4	11.3	.0049
Richmond	406,118	18,299	28.0	29.5	10.9	5.2	.0158
Robeson	783,403	16,554	30.5	27.1	9.0	4.6	.0326
Rockingham	890,698	21,379	25.7	30.0	14.7	8.6	.0316
Rutherford	528,307	19,600	27.8	30.1	12.8	6.0	.0203
Sampson	373,064	15,039	32.4	24.7	7.9	3.1	.0148
Scotland	312,469	20,552	25.0	29.1	15.1	7.1	.0121
Stanly	527,258	21,632	26.0	32.9	13.8	7.6	.0186
Surry	578,122	18,904	29.2	29.5	11.9	5.7	.0240
Swain	63,709	12,164	37.5	16.3	3.8	1.5	.0031
Transylvania	273,929	23,521	21.9	31.5	16.4	10.0	.0091
Tyrrell	25,400	14,708	30.2	25.1	7.4	1.8	.0008
Vance	325,744	17,613	29.6	27.7	10.3	6.1	.0134
Warren	105,973	13,417	31.5	22.7	5.3	2.8	.0042
Washington	127,753	18,817	25.5	26.9	12.5	7.8	.0045
Watauga	291,757	15,814	29.3	24.0	8.5	7.2	.0130
Wayne	822,532	17,129	31.2	27.1	10.2	4.7	.0340
Wilkes	599,162	19,868	28.7	31.8	11.0	6.9	.0217
Wilson	597,371	16,709	28.2	27.8	12.6	6.3	.0243
Yancey	108,963	15,045	33.8	26.2	5.3	2.5	.0041
TOTAL METRO COUNTIES	37,926,949	22,361	25.9	29.8	15.3	10.5	1.4228
TOTAL STATE	62,795,945	20,362	27.3	29.1	13.4	8.4	2.3850

EASTERN NORTH CAROLINA
IS THE GREENVILLE – NEW BERN – WASHINGTON ADI
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TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

NORTH DAKOTA

N.D.
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
BISMARCK	**91.7**	**.0381**	**29.2**	**13.2**	**19.3**	**17.7**	**21.1**	**32.4**	**603,254**	**94,314**	**48,104**	**89,960**	**25,313**	**180,144**	**16,852**
Burleigh	63.3	.0263	29.1	14.0	20.2	18.1	19.9	22.6	479,753	71,302	38,215	89,083	22,338	132,651	15,551
• Bismarck	50.8	.0211	29.3	14.3	20.2	17.7	20.8	19.0	471,873	69,418	37,181	88,859	21,918	132,164	15,510
Morton	28.4	.0118	29.6	11.3	17.5	16.7	23.9	9.8	123,501	23,012	9,889	877	2,975	47,493	1,301
SUBURBAN TOTAL	40.9	.0170	29.1	11.7	18.3	17.7	21.5	13.4	131,381	24,896	10,923	1,101	3,395	47,980	1,342
FARGO - MOORHEAD	**148.2**	**.0616**	**28.6**	**18.8**	**19.1**	**16.1**	**21.7**	**54.2**	**1,039,549**	**156,306**	**89,024**	**126,069**	**42,251**	**294,905**	**21,128**
Cass	98.8	.0410	29.0	17.4	20.8	16.2	21.2	37.1	778,094	87,656	63,231	114,360	26,730	247,665	12,701
• Fargo	68.0	.0282	28.7	20.6	20.9	15.2	21.8	26.6	706,374	75,226	56,467	113,445	25,781	232,112	11,682
Clay, Minn.	*49.4*	*.0206*	*27.6*	*21.7*	*15.5*	*15.8*	*22.7*	*17.1*	*261,455*	*68,650*	*25,793*	*11,709*	*15,621*	*47,240*	*8,427*
• Moorhead	*29.5*	*.0122*	*25.1*	*29.5*	*15.1*	*13.8*	*21.4*	*10.1*	*204,020*	*59,885*	*20,417*	*9,031*	*13,582*	*36,685*	*7,401*
SUBURBAN TOTAL	50.7	.0212	30.0	10.2	19.0	18.5	22.0	17.5	129,155	21,195	12,140	3,593	2,988	26,108	1,845
GRAND FORKS	**70.5**	**.0292**	**26.1**	**21.9**	**20.2**	**14.6**	**17.4**	**23.7**	**471,745**	**58,519**	**29,544**	**98,665**	**26,330**	**144,013**	**6,230**
Grand Forks	70.5	.0292	26.1	21.9	20.2	14.6	17.4	23.7	471,745	58,519	29,544	98,665	26,330	144,013	6,230
• Grand Forks	45.2	.0188	26.4	24.2	19.4	14.6	18.7	16.2	441,557	53,503	26,982	97,731	25,998	132,774	5,465
SUBURBAN TOTAL	25.3	.0104	25.5	17.8	21.3	14.6	15.2	7.5	30,188	5,016	2,562	934	332	11,239	765
OTHER COUNTIES															
Adams	3.6	.0015	34.9	8.9	15.1	17.2	32.7	1.3	20,028	7,549	1,597	1,877		2,831	1,204
Barnes	13.7	.0057	33.8	13.3	14.2	15.1	33.2	5.1	84,787	14,372	4,824	6,088	2,233	29,212	2,840
Benson	8.1	.0034	31.0	8.8	13.1	15.2	29.6	2.5	8,254	2,601	1,234	124	229	748	158
Billings	1.1	.0004	30.2	10.5	14.6	17.9	25.0	.4	1,897	591	807				
Bottineau	9.3	.0039	34.7	10.4	14.0	16.0	33.7	3.2	39,929	6,059	3,213	979	1,898	12,204	1,141
Bowman	4.4	.0018	31.9	9.8	15.1	17.7	27.6	1.6	20,709	4,970	1,930	782	563	6,860	1,156
Burke	3.6	.0015	40.5	6.9	12.0	17.1	39.3	1.4	12,952	1,952	1,265	349	326	3,802	321
Cavalier	7.4	.0031	35.9	8.2	13.5	17.6	33.5	2.6	30,932	6,963	1,990	496	1,673	7,397	1,126
Dickey	7.4	.0031	34.2	10.2	14.1	16.0	32.9	2.5	32,643	6,886	3,221	943	1,054	9,146	1,921
Divide	3.3	.0013	41.7	7.1	12.4	16.0	41.3	1.2	11,497	2,505	901	569		2,810	278
Dunn	4.9	.0021	31.4	10.4	14.6	17.1	27.7	1.6	12,752	3,329	909		56	6,432	179
Eddy	3.1	.0013	39.4	7.9	12.5	15.1	39.5	1.3	14,641	2,888	638	147	228	4,696	418
Emmons	5.7	.0023	36.4	7.3	10.8	17.6	34.0	2.0	25,740	6,563	1,289	536	426	8,426	504
Foster	4.6	.0019	34.5	9.2	13.2	16.5	32.8	1.6	33,293	4,994	1,834	601	405	12,308	932
Golden Valley	2.5	.0011	34.6	8.1	13.6	15.9	33.6	.9	20,969	2,720	1,475	143	405	8,623	123
Grant	4.1	.0017	35.0	7.4	13.7	17.0	32.9	1.5	14,136	2,546	798		70	6,210	481
Griggs	3.7	.0016	39.7	7.5	14.4	14.8	40.0	1.4	9,726	3,689	595	380		2,107	268
Hettinger	4.2	.0017	36.1	8.2	13.3	17.2	34.1	1.5	19,482	4,698	1,329	475	61	9,632	919
Kidder	3.8	.0016	35.3	7.9	12.7	18.0	32.4	1.4	5,997	938	345		86	842	155
La Moure	6.4	.0027	37.0	8.1	12.6	16.3	36.0	2.3	17,436	4,319	1,603	275	71	4,597	536
Logan	3.3	.0013	39.5	7.4	10.2	18.1	37.4	1.2	16,211	2,525	583		321	9,018	251
McHenry	7.6	.0032	37.0	7.8	12.8	16.9	35.4	2.8	17,592	3,820	1,560	52	204	4,344	667
McIntosh	4.6	.0019	45.5	6.8	9.6	17.6	44.4	1.9	23,994	6,611	1,741	144	479	8,794	753
McKenzie	8.2	.0034	29.7	11.2	16.5	16.9	24.3	2.7	38,609	11,895	4,010		511	6,716	1,401
McLean	13.6	.0056	32.8	8.7	16.0	16.5	30.0	4.7	50,744	14,455	3,642	453	1,185	7,625	1,229
Mercer	14.2	.0059	30.1	11.2	18.9	17.5	23.2	5.1	52,005	12,661	5,679	1,304	1,445	13,044	1,965
Mountrail	8.1	.0034	33.8	8.4	14.4	16.4	31.9	2.9	34,327	8,697	2,773	692	561	11,203	1,819
Nelson	5.3	.0022	42.8	6.6	11.6	16.6	42.6	2.0	36,169	5,867	2,321	1,019	161	6,356	765
Oliver	2.7	.0011	29.7	10.0	17.7	18.4	22.3	.8	1,792	574	480				
Pembina	10.5	.0044	34.7	8.2	15.2	16.5	33.1	3.7	47,366	10,196	3,437	535	391	19,091	1,524
Pierce	6.2	.0026	35.4	8.9	12.0	17.0	33.5	2.0	47,405	7,727	3,116	2,425	863	19,223	1,070
Ramsey	13.5	.0056	33.3	10.7	14.9	15.8	31.7	5.0	104,769	17,990	7,928	5,140	3,623	32,897	4,273
Ransom	6.7	.0027	36.6	7.5	14.4	15.7	36.0	2.4	29,009	6,438	3,279	271	1,206	6,148	1,371
Renville	3.6	.0015	35.8	7.4	13.7	18.1	32.9	1.3	12,130	3,220	525		138	1,258	422
Richland	20.5	.0085	30.4	18.2	14.5	14.3	29.0	7.0	89,283	16,742	4,256	8,624	7,174	22,543	1,522
Rolette	13.5	.0057	26.0	10.7	14.0	16.0	21.3	3.8	40,014	12,525	1,509	731	475	13,292	1,009
Sargent	5.4	.0022	33.5	8.9	15.2	16.7	31.2	2.0	12,829	2,995	1,531	945	198	1,894	320
Sheridan	2.9	.0012	39.3	7.5	12.0	19.0	36.6	1.0	4,212	565	230		177	1,334	124
Sioux	3.8	.0016	23.1	10.7	14.8	16.8	15.5	.9	6,182	1,854	380	842		108	
Slope	1.1	.0004	31.8	10.2	13.8	16.7	28.9	.4	1,460	101	843				
Stark	26.8	.0112	27.6	15.9	17.7	15.2	21.8	9.1	245,155	35,417	13,280	12,448	10,341	98,635	5,946
Steele	2.9	.0012	37.2	7.6	13.4	18.2	34.6	1.1	9,036	435	451	687		6,524	

FARGO, NORTH DAKOTA . . . A GREAT MARKET IN THE GREAT NORTHERN TIER.

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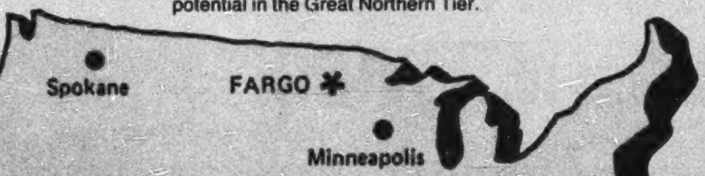

For more information on North Dakota's #1 newspaper, call Tim Larson at (701)235-7311

The Forum
Represented nationally by CWO&O

N.D. (cont.)

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Stutsman	25.0	.0103	32.2	11.8	16.8	17.0	28.3	9.1	163,549	28,474	13,798	7,755	6,741	50,502	4,200
Towner	4.2	.0018	38.3	8.6	12.7	15.4	38.0	1.6	20,711	3,850	1,517	205		9,221	995
Traill	9.6	.0040	35.7	12.3	12.8	15.2	35.5	3.4	37,087	4,467	3,487	340	719	17,579	1,779
Walsh	15.6	.0065	35.3	8.6	15.2	17.1	33.2	5.6	97,196	16,889	4,430	8,188	2,934	36,962	2,032
Ward	61.8	.0256	27.7	15.9	19.1	16.5	19.6	21.3	445,181	57,602	29,421	62,998	29,465	138,896	10,086
Wells	7.1	.0030	38.7	7.6	12.0	16.9	37.5	2.7	41,405	8,621	3,122	1,569	1,135	16,288	1,328
Williams	25.7	.0106	29.7	13.8	18.0	16.3	24.2	9.7	233,884	43,989	13,826	10,681	16,688	70,048	8,815
TOTAL METRO COUNTIES	**261.0**	**.1083**	**28.3**	**17.1**	**20.1**	**16.3**	**20.2**	**93.2**	**1,853,093**	**240,489**	**140,879**	**302,985**	**78,373**	**571,822**	**35,783**
TOTAL STATE	**699.9**	**.2906**	**30.3**	**13.5**	**17.3**	**16.3**	**25.7**	**247.7**	**4,250,199**	**678,823**	**305,831**	**445,797**	**175,292**	**1,340,248**	**106,109**

N.D.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BISMARCK	**1,094,949**	**25,929**	**22.1**	**28.4**	**18.9**	**14.4**	**.0402**
Burleigh	844,955	29,381	20.2	27.3	21.1	18.3	.0307
• Bismarck	714,134	29,749	20.0	27.1	21.3	18.7	.0271
Morton	249,994	20,119	26.4	31.2	13.8	5.3	.0095
SUBURBAN TOTAL	380,815	21,760	25.0	30.6	15.4	8.1	.0131
FARGO - MOORHEAD	**1,793,397**	**24,883**	**23.0**	**29.1**	**18.4**	**12.7**	**.0666**
Cass	1,302,315	26,708	21.6	28.3	19.8	14.9	.0481
• Fargo	928,872	25,881	22.5	27.3	19.4	14.5	.0374
Clay, Minn.	*491,082*	*21,675*	*25.9*	*30.8*	*15.1*	*8.1*	*.0183*
• Moorhead	*298,081*	*21,436*	*26.2*	*29.9*	*15.1*	*8.5*	*.0122*
SUBURBAN TOTAL	566,444	25,736	21.8	31.3	18.7	12.5	.0170
GRAND FORKS	**995,110**	**29,483**	**20.6**	**26.5**	**18.5**	**22.7**	**.0337**
Grand Forks	995,110	29,483	20.6	26.5	18.5	22.7	.0337
• Grand Forks	685,098	30,553	19.7	23.7	18.6	24.7	.0255
SUBURBAN TOTAL	310,012	27,811	22.4	32.4	18.4	18.3	.0082
OTHER COUNTIES							
Adams	31,175	18,622	27.0	30.1	10.5	5.5	.0013
Barnes	139,936	19,859	27.0	28.3	13.0	8.3	.0055
Benson	65,623	19,386	28.3	28.9	11.8	7.6	.0020
Billings	14,625	27,000	26.7	20.8	14.7	21.5	.0004
Bottineau	96,847	21,237	27.6	26.4	14.8	11.8	.0034
Bowman	54,074	23,903	24.1	24.5	16.1	17.1	.0018
Burke	38,580	20,562	26.5	26.1	15.6	9.5	.0012
Cavalier	73,680	21,033	26.1	30.2	12.6	9.5	.0027
Dickey	63,985	17,613	29.0	26.3	10.0	7.9	.0025
Divide	38,684	24,111	21.9	29.1	15.9	14.8	.0011
Dunn	41,403	17,380	34.7	22.1	12.3	8.2	.0014
Eddy	30,967	17,651	31.9	27.7	10.2	4.7	.0012
Emmons	41,233	14,048	30.2	20.7	7.2	5.1	.0017
Foster	51,558	22,556	28.4	32.2	10.8	12.8	.0020
Golden Valley	28,212	22,381	25.8	26.0	16.1	13.2	.0013
Grant	24,353	11,033	30.1	17.5	4.0	2.6	.0011
Griggs	39,311	21,079	26.7	27.9	15.7	9.4	.0013
Hettinger	35,427	16,844	33.6	25.4	8.3	6.7	.0013

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Kidder	24,743	12,540	33.4	17.8	3.9	4.8	.0008
La Moure	60,241	19,242	28.9	27.6	12.2	8.0	.0021
Logan	23,795	13,543	32.1	20.6	6.2	4.9	.0009
McHenry	66,268	17,726	26.3	26.9	11.1	6.0	.0023
McIntosh	33,928	12,000	30.1	18.7	6.4	3.0	.0014
McKenzie	100,852	27,857	21.2	26.7	18.3	20.4	.0034
McLean	162,312	26,253	22.3	24.7	19.8	16.8	.0051
Mercer	184,874	29,935	17.4	27.3	23.4	17.0	.0056
Mountrail	90,246	23,017	25.2	27.3	15.9	13.1	.0031
Nelson	50,731	18,260	26.6	26.3	12.5	7.0	.0020
Oliver	20,357	20,625	27.1	31.5	14.5	5.1	.0007
Pembina	112,672	22,143	25.4	29.1	14.5	11.8	.0039
Pierce	49,354	17,321	32.8	25.4	10.2	7.3	.0024
Ramsey	158,006	23,580	24.0	28.3	16.4	13.1	.0062
Ransom	72,059	22,768	26.0	29.0	17.5	10.0	.0025
Renville	40,789	23,548	25.1	29.4	15.7	13.2	.0013
Richland	232,521	24,248	24.1	30.5	15.8	13.2	.0077
Rolette	100,472	17,907	26.8	24.8	12.7	8.3	.0037
Sargent	53,849	20,661	28.0	30.5	14.2	7.3	.0018
Sheridan	28,041	21,107	24.0	30.0	13.6	9.4	.0008
Sioux	20,473	15,783	29.8	24.1	10.0	6.0	.0008
Slope	8,475	15,538	31.5	21.2	9.3	5.8	.0003
Stark	327,034	27,509	19.9	27.4	18.3	18.8	.0133
Steele	30,615	21,097	25.0	29.8	12.3	11.0	.0010
Stutsman	287,511	23,276	23.3	28.9	16.8	12.1	.0107
Towner	45,428	21,459	24.2	28.7	15.1	9.5	.0016
Traill	107,029	23,338	23.7	29.4	15.6	12.6	.0036
Walsh	165,258	21,609	24.2	28.3	13.9	11.5	.0063
Ward	719,149	24,580	25.5	29.3	17.3	13.7	.0276
Wells	75,971	20,459	26.1	26.5	13.8	10.8	.0027
Williams	368,390	30,324	18.2	27.8	21.4	19.4	.0138
TOTAL METRO COUNTIES	**3,392,374**	**27,110**	**21.5**	**27.9**	**19.2**	**16.7**	**.1220**
TOTAL STATE	**8,123,490**	**23,978**	**23.6**	**27.7**	**16.8**	**13.9**	**.2946**

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FOR RESULTS
(See page B-26)

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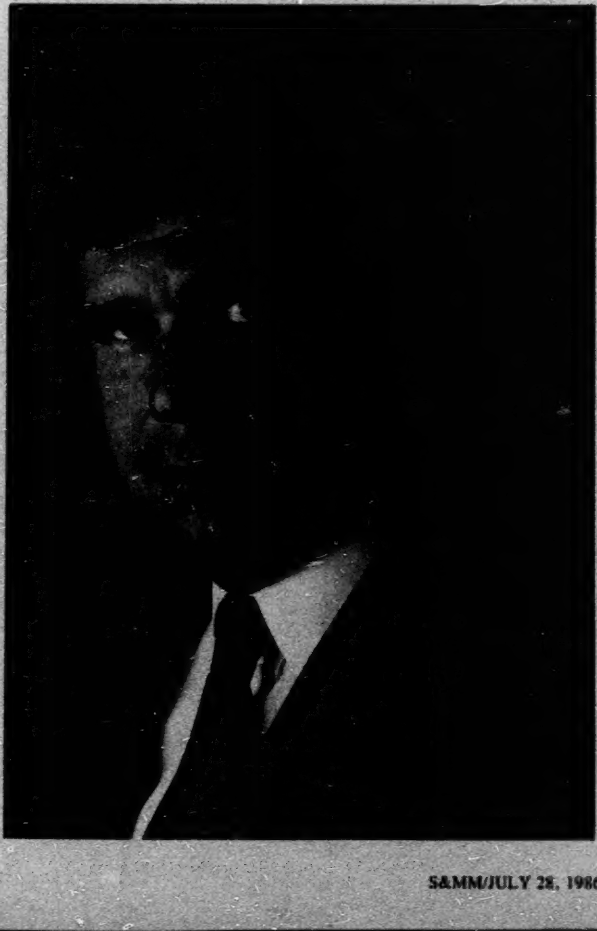
OHIO

OHIO S&MM ESTIMATES	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
AKRON	**648.4**	**.2692**	**31.8**	**12.6**	**17.3**	**18.5**	**26.0**	**241.4**	**3,676,403**	**801,995**	**369,483**	**450,431**	**123,785**	**746,331**	**136,851**
Portage	139.8	.0580	28.4	16.9	18.2	18.6	19.4	47.9	559,118	126,435	55,451	45,456	11,600	145,948	16,333
• Kent	28.5	.0118	24.1	38.1	19.8	10.7	14.4	10.0	195,221	31,967	23,452	27,849	3,321	67,399	3,408
Summit	508.6	.2112	32.8	11.4	17.1	18.4	27.8	193.5	3,117,285	675,560	314,032	404,975	112,185	600,383	120,518
• Akron	224.5	.0932	32.2	12.9	17.5	15.4	29.7	90.1	1,451,998	275,845	151,823	266,758	54,685	261,098	54,459
• Barberton	28.1	.0117	32.9	11.6	16.9	15.7	30.8	11.1	139,521	33,958	16,088	17,350	2,158	28,346	6,938
Cuyahoga Falls	42.1	.0175	33.0	11.5	18.9	16.7	29.5	16.8	252,366	58,377	28,329	10,912	7,922	69,909	14,679
SUBURBAN TOTAL	367.3	.1525	32.3	10.5	17.1	21.1	24.2	130.2	1,889,663	460,225	178,120	138,474	63,621	389,488	72,046
CANTON	**409.5**	**.1700**	**32.6**	**10.7**	**16.9**	**18.8**	**27.2**	**148.4**	**2,262,619**	**509,384**	**206,941**	**274,780**	**90,148**	**476,220**	**77,201**
Carroll	27.9	.0115	31.5	9.8	17.0	18.5	25.6	9.6	84,518	16,843	4,652	7,261	2,072	29,170	819
Stark	381.6	.1585	32.7	10.7	17.0	18.8	27.3	138.8	2,178,101	492,541	202,289	267,519	88,076	447,050	76,382
• Canton	89.7	.0372	32.7	11.9	16.8	15.2	31.0	36.2	637,015	114,819	52,145	78,797	21,724	157,926	22,923
• Massillon	31.2	.0130	33.7	11.5	15.5	16.8	31.1	12.0	245,033	73,304	13,996	15,906	5,957	67,156	8,675
SUBURBAN TOTAL	288.6	.1198	32.5	10.2	17.0	20.2	25.6	100.2	1,380,571	321,261	140,800	180,077	62,467	251,138	45,603
CINCINNATI	**1,405.7**	**.5838**	**31.4**	**11.8**	**17.3**	**18.4**	**25.4**	**521.8**	**8,521,003**	**1,707,105**	**895,989**	**1,332,467**	**390,252**	**1,698,245**	**345,848**
Clermont	140.1	.0582	29.2	11.3	18.9	20.0	19.0	48.3	679,404	148,611	43,848	123,427	29,473	168,254	18,363
Hamilton	852.1	.3538	32.2	12.2	16.8	17.9	27.3	329.4	5,869,702	1,098,620	645,291	923,040	286,929	1,230,318	230,239
• Cincinnati	347.5	.1526	31.5	14.6	18.2	14.5	29.2	157.7	2,342,507	410,466	302,453	333,997	96,387	488,200	103,480
Warren	104.9	.0436	30.2	11.6	18.6	21.2	19.8	35.3	385,597	101,578	40,075	54,073	13,061	52,023	17,850
Dearborn, Ind.	*37.8*	*.0157*	*31.6*	*9.6*	*16.3*	*19.4*	*25.1*	*12.9*	*141,242*	*35,139*	*10,777*	*14,029*	*5,400*	*29,306*	*9,617*
Boone, Ky.	*50.3*	*.0209*	*29.4*	*10.7*	*19.1*	*20.5*	*18.7*	*17.0*	*461,298*	*68,596*	*47,831*	*104,831*	*10,953*	*76,238*	*15,077*
Campbell, Ky.	*81.5*	*.0339*	*31.8*	*11.6*	*15.8*	*17.3*	*27.5*	*28.7*	*339,016*	*88,807*	*36,227*	*27,513*	*14,015*	*55,210*	*23,399*
Kenton, Ky.	*139.0*	*.0577*	*31.0*	*11.5*	*17.4*	*17.5*	*25.5*	*50.2*	*644,744*	*165,754*	*71,940*	*85,554*	*30,421*	*86,396*	*31,303*
Covington	*46.9*	*.0195*	*31.8*	*11.5*	*16.2*	*14.8*	*30.0*	*18.3*	*296,817*	*67,512*	*38,114*	*21,786*	*14,865*	*75,303*	*13,643*
SUBURBAN TOTAL	1,038.2	.4312	31.4	10.9	16.8	19.8	24.0	364.1	6,178,496	1,296,639	593,536	998,470	293,865	1,210,045	242,368
CINCINNATI - HAMILTON CONSOLIDATED AREA	***1,679.3***	***.6974***	***31.2***	***12.3***	***17.3***	***18.5***	***24.9***	***618.6***	***9,717,050***	***1,995,206***	***1,015,460***	***1,469,238***	***429,979***	***1,983,916***	***392,865***
CLEVELAND	**1,873.4**	**.7779**	**33.4**	**10.8**	**16.7**	**18.8**	**28.6**	**715.2**	**12,133,621**	**2,460,506**	**1,137,990**	**1,670,956**	**612,202**	**2,393,463**	**595,740**
Cuyahoga	1,452.6	.6032	34.1	11.1	16.4	18.0	30.6	571.5	9,894,772	1,969,178	964,503	1,391,839	546,527	1,840,724	519,119
• Cleveland	546.2	.2268	32.3	12.4	16.3	16.1	29.4	217.6	2,698,828	622,274	344,119	328,210	145,883	365,149	196,577
Cleveland Heights	56.8	.0236	32.4	10.2	22.0	17.7	26.5	22.0	346,793	73,496	23,619	38,887	9,190	92,074	17,927
Euclid	57.6	.0239	38.2	10.7	17.1	16.0	37.6	25.6	372,979	61,018	27,092	49,334	30,280	100,684	13,212
Lakewood	60.2	.0250	33.2	11.5	20.7	16.2	30.1	27.5	290,271	65,641	32,066	5,344	5,528	112,957	15,052



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Akron Beacon Journal

44 East Exchange St. Akron, Ohio 44328 *ABC, 3/31/84

OHIO (cont.)

S&MM ESTIMATES

OHIO (cont.)	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Parma	91.8	.0381	36.3	11.2	15.5	17.7	33.9	34.6	695,706	138,291	58,584	142,591	28,353	145,533	17,044
Geauga	78.2	.0325	31.7	8.9	15.9	23.0	21.7	25.2	272,291	73,890	19,565	18,682	6,265	52,169	14,503
Lake	219.1	.0909	31.6	10.7	17.9	20.6	23.3	78.1	1,464,660	293,475	117,161	225,015	43,915	386,317	33,926
Mentor	43.6	.0181	31.0	9.2	19.0	22.9	19.6	14.8	550,544	72,958	38,801	141,172	23,655	114,222	10,081
Medina	123.5	.0513	30.3	9.4	18.6	22.2	19.1	40.4	501,898	123,963	36,761	35,420	15,495	114,253	28,192
SUBURBAN TOTAL	1,327.2	.5511	33.9	10.2	16.9	19.9	28.3	497.6	9,434,793	1,838,232	793,871	1,342,746	466,319	2,028,314	399,163
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	***2,795.6***	***1.1608***	***32.7***	***11.3***	***17.0***	***18.7***	***27.4***	***1,052.0***	***17,115,598***	***3,570,597***	***1,614,667***	***2,296,637***	***781,401***	***3,444,559***	***788,951***
COLUMBUS	**1,288.9**	**.5353**	**30.5**	**13.6**	**18.8**	**19.1**	**22.5**	**488.8**	**8,071,989**	**1,566,626**	**810,818**	**1,037,722**	**424,892**	**1,838,664**	**254,329**
Delaware	59.4	.0247	30.9	12.4	17.2	21.1	21.8	20.2	215,305	47,088	17,577	10,318	3,566	60,940	7,427
Fairfield	101.5	.0421	32.1	9.1	16.7	21.7	23.4	35.3	391,418	98,977	38,274	35,280	15,589	84,824	11,644
• Lancaster	36.6	.0152	33.0	10.9	16.9	17.7	28.9	14.3	295,402	72,843	29,508	28,147	14,478	59,041	9,607
Franklin	893.1	.3708	30.1	14.8	19.7	18.3	22.0	351.0	6,490,861	1,201,263	669,273	899,407	365,533	1,488,517	199,029
• Columbus	568.6	.2361	29.2	17.2	20.8	16.2	21.6	231.0	4,266,810	693,519	472,344	643,550	264,299	944,863	120,030
Licking	125.3	.0521	32.0	11.4	16.5	20.6	24.4	45.8	536,941	117,907	51,667	56,397	29,677	106,230	18,353
• Newark	41.6	.0173	33.0	11.7	16.9	16.8	29.7	17.0	315,214	84,429	26,172	50,264	9,397	51,943	12,517
Madison	33.9	.0141	30.9	11.3	19.5	19.4	22.7	11.3	147,069	33,309	11,462	10,693	3,090	38,515	6,591
Pickaway	43.9	.0183	32.0	10.7	17.2	21.9	23.0	14.4	194,354	44,863	15,799	11,545	5,623	38,756	8,164
Union	31.8	.0132	31.7	10.4	17.3	20.1	24.3	10.8	96,041	23,219	6,766	14,082	1,814	20,882	3,121
SUBURBAN TOTAL	642.1	.2667	31.7	10.7	17.3	21.9	22.4	226.5	3,194,563	715,835	282,794	315,761	136,718	782,817	112,175
DAYTON - SPRINGFIELD	**927.5**	**.3851**	**32.0**	**11.6**	**17.4**	**19.8**	**24.9**	**353.2**	**5,393,776**	**1,095,622**	**517,758**	**736,659**	**267,411**	**1,137,971**	**169,381**
Clark	146.1	.0606	32.4	11.2	16.3	18.9	26.9	54.5	675,138	146,499	59,160	114,566	21,167	132,726	23,624
• Springfield	69.3	.0288	31.9	13.2	16.3	15.2	29.7	27.6	376,155	84,933	43,606	34,720	14,931	78,453	17,148
Greene	128.4	.0533	30.4	13.6	17.6	21.8	20.1	44.9	580,709	125,704	44,286	40,859	11,185	205,232	13,355
Miami	91.0	.0378	32.7	9.8	16.4	20.7	25.5	33.4	444,858	93,262	28,072	44,335	13,283	97,838	12,953
Montgomery	562.0	.2334	32.1	11.6	17.6	19.5	25.4	220.4	3,693,071	730,157	386,240	536,899	221,776	702,175	119,449
• Dayton	180.4	.0749	31.3	14.3	17.0	15.5	28.2	76.7	1,147,279	184,850	116,028	140,291	73,264	266,049	41,545
Kettering	59.9	.0249	35.9	10.7	16.3	19.6	31.6	25.2	390,471	111,254	43,875	47,271	17,931	36,765	16,987
SUBURBAN TOTAL	677.8	.2814	32.2	10.8	17.4	21.5	23.6	248.9	3,870,342	825,839	358,124	561,648	179,216	793,469	110,688
HAMILTON - MIDDLETOWN	**273.6**	**.1136**	**30.1**	**14.6**	**17.1**	**19.3**	**22.3**	**96.8**	**1,196,047**	**288,101**	**119,471**	**136,771**	**39,727**	**285,671**	**47,017**
Butler	273.6	.1136	30.1	14.6	17.1	19.3	22.3	96.8	1,196,047	288,101	119,471	136,771	39,727	285,671	47,017
• Hamilton	64.3	.0267	31.7	12.1	16.8	16.1	28.3	25.2	372,070	102,030	42,454	48,997	18,259	52,047	16,943
• Middletown	44.3	.0184	33.0	11.5	16.3	17.2	29.5	17.9	273,000	65,339	28,026	57,117	10,710	43,723	9,011
SUBURBAN TOTAL	165.0	.0685	28.7	16.4	17.5	21.0	18.0	53.7	550,977	120,732	48,991	30,657	10,758	189,901	21,063
LIMA	**157.4**	**.0655**	**31.4**	**11.0**	**16.5**	**17.4**	**26.7**	**56.4**	**933,700**	**178,209**	**83,495**	**159,508**	**32,513**	**184,582**	**30,958**
Allen	113.0	.0470	31.4	11.2	16.4	17.5	26.6	40.7	737,000	133,517	65,639	144,217	23,954	146,878	23,749
• Lima	47.6	.0198	30.5	12.0	16.8	14.6	27.7	18.1	269,996	69,020	18,310	16,172	9,332	58,061	15,898
Auglaize	44.4	.0185	31.5	10.5	16.7	17.2	26.9	15.7	196,700	44,692	17,856	15,291	8,559	37,704	7,209
SUBURBAN TOTAL	109.8	.0457	31.8	10.6	16.4	18.6	26.2	38.3	663,704	109,189	65,185	143,336	23,181	126,521	15,060
LORAIN - ELYRIA	**273.8**	**.1137**	**30.0**	**11.6**	**17.5**	**18.9**	**22.4**	**95.4**	**1,305,574**	**308,096**	**107,194**	**175,250**	**45,414**	**304,765**	**56,360**
Lorain	273.8	.1137	30.0	11.6	17.5	18.9	22.4	95.4	1,305,574	308,096	107,194	175,250	45,414	304,765	56,360
• Elyria	57.8	.0240	29.6	12.6	18.8	17.0	22.8	21.8	405,048	57,934	30,575	114,369	19,201	74,511	15,725
• Lorain	73.2	.0304	30.3	11.9	16.6	16.5	25.6	26.6	303,112	80,682	26,868	33,223	11,032	64,585	16,803
SUBURBAN TOTAL	142.8	.0593	30.1	11.1	17.4	20.8	20.7	47.0	597,414	169,480	49,751	27,658	15,181	165,669	23,832
MANSFIELD	**130.9**	**.0544**	**32.0**	**11.2**	**16.7**	**19.7**	**25.3**	**48.5**	**806,316**	**142,703**	**65,213**	**150,088**	**24,107**	**177,345**	**23,823**
Richland	130.9	.0544	32.0	11.2	16.7	19.7	25.3	48.5	806,316	142,703	65,213	150,088	24,107	177,345	23,823
• Mansfield	52.5	.0218	32.1	13.4	17.1	16.0	29.0	21.1	472,273	81,648	40,241	62,431	17,556	132,519	13,969
SUBURBAN TOTAL	78.4	.0326	32.0	9.7	16.5	22.1	22.9	27.4	334,043	61,055	24,972	87,657	6,551	44,826	9,854
PARKERSBURG - MARIETTA	**159.0**	**.0660**	**32.5**	**10.8**	**16.5**	**19.4**	**26.5**	**59.2**	**985,277**	**175,873**	**75,311**	**140,170**	**37,212**	**213,831**	**40,056**
Washington	66.0	.0274	31.9	11.5	16.4	19.2	25.7	23.6	333,442	72,050	30,310	33,547	12,907	64,886	23,577
• Marietta	16.8	.0070	32.4	16.6	15.6	15.3	30.6	6.5	197,240	39,129	22,578	28,735	8,021	27,235	18,795

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OHIO (cont.)

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Wood, W. Va.	*93.0*	*.0386*	*33.0*	*10.3*	*16.6*	*19.6*	*27.1*	*35.6*	*571,835*	*103,823*	*45,001*	*106,623*	*24,305*	*148,945*	*16,479*
• *Parkersburg*	*39.3*	*.0163*	*35.7*	*10.4*	*15.3*	*16.9*	*33.9*	*16.6*	*392,688*	*82,290*	*31,931*	*57,686*	*12,888*	*119,496*	*13,819*
SUBURBAN TOTAL	102.9	.0427	31.5	10.0	17.1	21.0	23.1	36.1	315,349	54,454	20,802	53,749	16,303	67,100	7,442
STEUBENVILLE - WEIRTON	**156.5**	**.0650**	**33.7**	**10.9**	**15.8**	**18.2**	**29.8**	**58.2**	**684,885**	**185,212**	**57,722**	**85,502**	**24,915**	**131,909**	**29,018**
Jefferson	87.3	.0362	34.3	10.6	15.4	18.0	31.0	32.6	396,083	93,259	26,207	58,079	14,937	85,775	14,815
• Steubenville	24.1	.0100	38.5	11.6	14.1	15.6	38.1	9.6	219,485	35,089	15,052	45,206	10,798	43,187	11,018
Brooke, W. Va.	*29.6*	*.0123*	*32.7*	*12.4*	*15.9*	*18.4*	*27.9*	*10.7*	*106,803*	*30,855*	*12,868*	*8,052*	*5,393*	*16,845*	*5,315*
Hancock, W. Va.	*39.6*	*.0165*	*33.3*	*10.6*	*16.3*	*18.6*	*28.6*	*14.9*	*181,999*	*61,098*	*18,647*	*19,371*	*4,585*	*29,289*	*8,888*
• *Weirton*	*23.8*	*.0099*	*36.0*	*11.0*	*15.2*	*18.2*	*33.1*	*9.4*	*172,153*	*48,214*	*18,373*	*20,938*	*4,747*	*33,117*	*8,280*
SUBURBAN TOTAL	108.6	.0451	32.6	10.8	16.3	18.8	27.2	39.2	293,247	101,909	24,297	19,358	9,370	55,605	9,720
TOLEDO	**617.9**	**.2566**	**30.8**	**13.4**	**17.4**	**17.1**	**25.5**	**229.7**	**4,436,876**	**871,729**	**439,960**	**732,438**	**195,259**	**914,784**	**190,896**
Fulton	40.1	.0167	30.5	10.4	17.1	18.4	23.9	13.9	194,617	41,353	10,540	12,232	11,652	60,050	8,223
Lucas	463.0	.1922	31.5	11.9	17.3	17.1	26.9	176.7	3,539,225	680,331	362,986	628,793	148,099	733,483	150,007
• Toledo	342.6	.1423	31.5	12.5	17.5	15.8	28.0	134.3	2,407,260	506,439	277,749	516,458	87,035	264,077	119,470
Wood	114.8	.0477	27.8	20.4	17.1	16.8	20.8	39.1	703,034	150,045	66,434	91,413	35,508	121,251	32,666
• Bowling Green	25.8	.0107	23.1	51.7	13.6	9.7	12.5	7.4	198,804	41,321	21,709	21,845	6,927	45,370	8,274
SUBURBAN TOTAL	249.5	.1036	31.1	10.8	17.5	19.6	23.5	88.0	1,830,812	323,969	140,502	194,135	101,297	605,337	63,152
YOUNGSTOWN - WARREN	**516.2**	**.2143**	**33.2**	**10.7**	**16.4**	**18.2**	**28.9**	**190.4**	**2,786,870**	**574,792**	**244,167**	**443,201**	**118,651**	**521,301**	**101,761**
Mahoning	276.6	.1148	33.9	11.0	15.9	17.4	30.8	102.7	1,553,092	334,664	128,194	233,040	74,897	287,068	59,050
• Youngstown	106.6	.0443	33.8	11.9	15.3	14.6	33.5	40.7	556,483	154,115	41,824	36,067	16,665	131,423	27,561
Trumbull	239.6	.0995	32.6	10.5	16.8	19.2	26.7	87.7	1,233,778	240,128	115,973	210,161	43,754	234,233	42,711
• Warren	54.0	.0224	33.0	11.4	16.0	16.5	30.3	21.2	399,467	85,651	43,971	14,222	17,816	124,316	18,119
SUBURBAN TOTAL	355.6	.1476	33.1	10.3	16.7	19.6	27.3	128.5	1,830,920	332,026	158,372	392,912	84,170	265,562	56,081
OTHER COUNTIES															
Adams	25.8	.0107	31.6	10.3	14.5	18.0	27.1	9.0	70,647	16,372	2,842	5,032	1,302	24,208	3,692
Ashland	46.9	.0194	31.8	12.6	15.7	18.6	26.3	16.5	205,250	52,775	19,299	12,996	7,223	50,779	7,452
Ashtabula	104.1	.0433	32.3	10.0	16.2	18.0	27.6	37.2	497,567	131,052	38,084	58,482	13,559	111,115	14,867
Athens	56.5	.0234	27.0	24.8	16.3	15.2	21.7	19.1	232,192	56,497	22,505	21,666	9,892	42,931	5,796
☐ Belmont	82.1	.0341	34.3	10.1	16.1	17.0	31.9	31.6	509,804	112,050	33,955	136,647	15,850	70,265	17,028
Brown	34.2	.0142	31.5	10.0	15.6	18.4	26.1	11.9	69,712	24,927	6,687	1,398	1,110	9,930	2,262
Champaign	34.7	.0145	32.5	10.2	16.3	19.6	26.3	12.7	117,932	41,270	6,949	6,925	3,117	18,247	5,092
Clinton	35.9	.0149	31.6	11.6	16.1	18.3	26.2	13.3	170,086	43,251	11,558	7,865	6,271	48,694	5,512
Columbiana	112.5	.0467	32.8	10.2	16.2	18.2	28.2	41.3	501,160	134,328	33,491	46,601	17,461	125,684	16,729
Coshocton	37.2	.0155	33.3	9.7	15.7	18.8	28.6	13.9	127,939	36,654	11,422	12,190	4,137	18,182	5,736
Crawford	49.5	.0205	32.8	10.3	16.0	19.2	27.2	18.4	178,254	47,774	15,981	13,170	5,070	33,788	9,209
Darke	56.8	.0235	31.9	10.1	15.8	18.4	26.7	20.2	207,960	43,974	16,110	14,942	5,710	63,026	6,420
Defiance	40.2	.0167	29.5	12.0	17.0	18.2	22.4	13.8	180,064	40,783	12,435	19,524	6,610	40,143	6,124
Erie	79.4	.0330	32.2	10.6	16.6	19.1	26.3	28.9	458,556	83,665	48,217	78,870	16,811	94,439	14,312
Fayette	27.4	.0114	32.8	10.0	16.3	18.8	27.6	10.0	135,593	34,362	12,108	9,038	2,935	16,942	5,997
Gallia	31.2	.0129	32.1	11.9	16.2	19.5	25.8	10.9	153,477	34,173	12,772	16,747	7,253	30,282	6,397
Guernsey	43.2	.0180	33.0	10.0	16.1	17.6	29.1	15.7	173,843	40,552	20,477	23,114	6,068	26,902	4,237
Hancock	64.9	.0269	31.5	11.4	16.9	18.7	25.4	24.5	335,260	66,358	33,631	44,209	12,637	88,296	11,575
Hardin	32.6	.0136	30.2	15.3	15.7	17.0	25.5	11.7	105,545	35,587	9,649	8,532	4,028	15,437	5,317
Harrison	17.6	.0073	33.6	9.6	15.6	17.3	30.6	6.3	41,671	13,159	2,009	698	1,274	14,118	1,561
Henry	28.4	.0118	31.7	10.8	15.8	18.0	26.8	10.2	133,144	29,444	8,364	10,037	4,057	32,026	5,658
Highland	35.8	.0148	33.6	9.6	14.7	18.1	29.9	13.3	124,007	38,856	9,542	9,472	3,329	23,564	8,896
Hocking	25.7	.0107	32.4	10.4	15.8	19.1	26.8	9.7	89,452	19,845	5,409	9,268	1,451	18,592	3,421
Holmes	31.1	.0129	27.6	10.7	15.8	16.5	21.8	8.8	86,609	18,331	6,369	2,464	4,147	16,677	1,316
Huron	56.3	.0234	30.6	10.7	16.7	18.2	24.4	20.1	229,505	52,308	19,544	21,936	10,097	62,871	10,600
Jackson	30.8	.0128	32.5	10.2	15.6	17.6	28.4	11.1	110,585	24,482	7,778	10,975	3,235	20,291	10,067
Knox	47.8	.0199	32.3	13.6	15.3	18.5	27.4	17.2	185,223	48,943	16,114	20,021	5,318	40,255	8,315
☐ Lawrence	65.0	.0270	32.3	9.9	15.9	19.3	26.3	23.5	171,085	48,875	13,151	14,150	9,653	25,501	12,270
Logan	40.7	.0169	33.0	9.7	15.9	17.4	29.4	15.2	143,802	32,790	10,433	10,124	3,921	34,230	7,253
Marion	66.1	.0275	31.4	10.7	18.4	19.3	24.2	23.8	314,893	66,754	26,076	52,803	10,393	67,930	9,587
Meigs	24.1	.0100	32.9	9.7	15.9	18.2	28.5	8.8	67,550	20,320	3,945	3,062	5,669	12,266	4,259
Mercer	39.2	.0162	29.8	11.5	15.9	16.3	25.5	13.0	137,877	32,150	12,842	18,297	5,159	27,032	4,740
Monroe	16.6	.0069	32.7	9.9	16.0	18.4	27.9	6.1	42,724	15,058	1,332	2,765	745	11,189	1,887
Morgan	14.5	.0060	33.1	9.2	15.1	17.5	29.6	5.2	33,673	10,422	2,282	1,261	1,366	7,663	1,640
Morrow	27.9	.0116	31.0	9.6	16.5	20.5	23.0	9.7	58,427	15,121	5,080	2,747	1,042	11,426	1,733
Muskingum	84.8	.0352	32.1	11.2	15.8	18.1	27.2	31.4	428,839	92,995	39,632	61,794	14,404	85,065	15,233

Cleveland
Akron
Pittsburgh
Youngstown, Ohio
70 mi.
49 mi.
70 mi.
Trumbull
Mercer
Lawrence
Columbiana
Ashtabula

When You Cover the Big 5 County Market Between Pittsburgh and Cleveland

YOU GET MORE ...

- More Consumers than the Metro area.
- More Consumers than TV's A.D.I.
- A retail market worth over 4 billion

	METRO AREA (Mahoning and Trumbull Counties)	TV-A.D.I. (Mahoning, Trumbull and Mercer Counties)	NEWSPAPER PRI. MKT. (Mahoning, Trumbull, Columbiana, Mercer and Lawrence Co.)
Population	516,200	844,800	863,200
Households	190,400	237,400	317,700
EBI (000)	5,812,759	7,110,940	9,282,335
Retail Sales (000)	2,786,870	3,380,936	4,294,871
Food Sales (000)	574,792	701,106	954,425
Gen. Mdse. Sales (000)	443,201	525,227	617,247
Automotive Sales (000)	521,301	865,909	875,860

Source: 1986 Sales Management Survey of Buying Power.

Anytime you are advertising in Eastern Ohio or Western Pennsylvania, make The Vindicator a must! It measures up in household coverage, higher quality households and is an important contributor to the economy of this region and the nation.

Daily 98,355
Sunday 152,157
ABC Audit Report
Dec. 31, 1985

The Vindicator

Youngstown, Ohio

Represented nationally by Cresmer, Woodward, O'Mara and Ormsbee, Inc.

OHIO (cont.)

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Noble	11.5	.0048	32.6	10.2	15.2	16.6	29.8	4.2	39,916	10,005	1,733	541	1,546	14,174	1,318
Ottawa	40.7	.0169	33.6	9.8	15.4	19.0	28.9	15.0	238,837	51,143	34,484	8,996	5,730	55,448	6,348
Paulding	21.4	.0089	29.6	10.9	16.6	18.3	22.8	7.3	41,973	11,424	3,045	422	3,207	11,239	2,124
Perry	32.7	.0135	30.7	10.8	15.6	17.1	26.2	11.4	67,162	22,164	4,491	4,249	1,237	16,317	2,536
Pike	24.8	.0103	32.1	10.2	15.2	18.6	27.0	8.8	93,229	24,006	6,850	4,734	2,169	17,299	5,823
Preble	40.1	.0167	32.3	9.8	16.5	19.9	25.7	14.3	93,491	28,045	10,383	1,527	1,637	14,175	3,727
Putnam	33.6	.0139	28.8	12.0	15.6	16.4	23.9	10.9	109,143	29,440	10,333	1,545	3,659	27,537	6,822
Ross	68.0	.0282	33.1	10.2	16.5	20.1	26.8	24.1	273,043	62,901	25,093	46,099	10,240	42,196	11,131
Sandusky	65.0	.0270	31.0	10.9	16.4	18.0	25.4	23.3	313,931	82,405	25,033	21,487	11,122	72,445	14,094
Scioto	85.2	.0354	32.9	10.1	15.8	17.9	28.8	30.7	397,450	85,161	32,463	62,308	19,455	87,046	10,890
Seneca	61.9	.0257	30.6	11.8	16.3	17.1	25.7	21.5	259,323	63,603	20,321	21,788	11,205	35,171	11,079
Shelby	44.0	.0182	30.0	10.9	16.9	18.0	23.6	15.1	143,516	40,551	15,658	9,287	3,801	29,085	5,612
Tuscarawas	86.5	.0359	33.2	10.4	16.2	18.3	28.9	32.7	404,445	85,759	31,451	43,662	18,393	96,999	13,737
Van Wert	30.9	.0128	32.7	10.3	16.4	17.4	28.8	11.4	109,485	25,422	8,774	7,126	2,051	34,013	5,034
Vinton	12.3	.0051	31.5	10.5	15.9	17.7	26.7	4.3	16,927	4,301	1,051	352	609	3,613	585
Wayne	101.8	.0422	30.2	12.5	17.6	18.8	22.8	35.0	428,005	108,292	32,002	38,679	16,537	113,775	11,257
Williams	37.5	.0156	31.8	10.7	16.2	18.3	26.5	13.7	159,106	36,927	13,510	12,931	1,906	29,796	5,949
Wyandot	22.7	.0094	32.5	10.7	15.5	16.0	28.1	8.0	96,932	19,756	8,964	4,275	5,008	23,576	3,382
TOTAL METRO COUNTIES	**8,515.0**	**3.5359**	**31.9**	**11.9**	**17.4**	**18.7**	**25.9**	**3,188.5**	**51,348,908**	**10,472,806**	**4,935,327**	**7,310,767**	**2,356,919**	**10,678,619**	**2,018,459**
TOTAL STATE	**10,836.0**	**4.4994**	**31.9**	**11.8**	**16.9**	**18.6**	**26.1**	**4,019.1**	**60,783,840**	**12,759,443**	**5,731,934**	**8,239,800**	**2,683,232**	**12,746,743**	**2,372,799**

OHIO

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
AKRON	**7,398,194**	**24,295**	**22.6**	**30.0**	**17.5**	**11.5**	**.2650**
Portage	1,541,843	25,913	21.0	32.7	18.5	12.1	.0512
• Kent	278,260	19,409	25.3	26.4	14.1	8.2	.0115
Summit	5,856,351	23,857	22.9	29.4	17.3	11.4	.2138

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
• Akron	2,312,236	19,058	26.1	27.8	12.7	7.3	.0912
• Barberton	276,912	19,173	28.4	28.7	12.4	6.8	.0103
Cuyahoga Falls	507,478	25,450	23.1	34.3	19.7	8.7	.0180
SUBURBAN TOTAL	4,530,786	28,642	19.4	32.0	21.5	15.1	.1520

TOLEDO

MSA

ADI

CUME

The Blade coverage of MSA adults

1 daily issue	67%
5 daily issues	86%
1 Sun. issue	82%
4 Sun. issues	92%

Source: Belden CMS 1984

TEST

A recommended test market

- S&MM Standard Markets
- Audits & Surveys
- Test Marketing Group
- Dancer Fitzgerald Sample

Toledo qualifications: geographic isolation, minimum media spill-in and spill-out, favorable demographics, single newspaper penetration . . . Call for test-market brochure.

BELDEN

Belden CMS market/readership

MSA and ADI sections on demographics and Blade readership; leisure activities, travel, media, store traffic and more; photo section on market development.

Also available: Fortune 500 corporate headquarters folder, shopping-center guide, census tract data. Additional Belden data on request.

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One Of America's Great Newspapers
A Community Influence Since 1835

Call collect: 419/245-6400
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Les R. Roby, Manager
541 Superior St., Toledo OH 43660-0601

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OHIO (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
CANTON	**4,379,865**	**24,169**	**22.6**	**32.1**	**17.6**	**9.4**	**.1607**
Carroll	254,484	21,590	26.3	32.8	14.2	6.8	.0086
Stark	4,125,381	24,359	22.3	32.2	17.8	9.6	.1521
• Canton	883,135	18,257	26.0	28.0	11.2	6.8	.0369
• Massillon	312,528	20,282	26.7	28.6	15.4	6.6	.0134
SUBURBAN TOTAL	3,184,202	26,640	20.9	34.0	20.2	10.7	.1104
CINCINNATI	**16,733,802**	**24,894**	**21.6**	**28.6**	**18.0**	**13.3**	**.5989**
Clermont	1,492,557	26,128	21.0	34.1	20.7	9.7	.0529
Hamilton	10,694,919	24,231	21.7	26.9	16.9	14.6	.3879
• Cincinnati	4,112,816	18,081	26.0	25.1	11.6	8.7	.1543
Warren	1,249,782	29,788	18.3	31.1	23.5	15.3	.0394
Dearborn, Ind.	*378,655*	*24,556*	*21.9*	*32.2*	*17.6*	*10.0*	*.0130*
Boone, Ky.	*534,035*	*26,329*	*21.1*	*34.3*	*21.6*	*9.0*	*.0237*
Campbell, Ky.	*885,415*	*24,543*	*22.7*	*28.9*	*19.1*	*11.4*	*.0299*
Kenton, Ky.	*1,498,439*	*23,606*	*23.3*	*29.9*	*17.3*	*.10.4*	*.0521*
Covington	*424,450*	*16,742*	*28.2*	*25.4*	*10.8*	*5.8*	*.0179*
SUBURBAN TOTAL	12,620,986	28,015	19.7	30.1	20.8	15.3	.4446
CINCINNATI - HAMILTON CONSOLIDATED AREA	***19,737,135***	***24,981***	***21.5***	***28.8***	***18.2***	***13.1***	***.7010***

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
CLEVELAND	**22,986,935**	**25,249**	**20.9**	**28.1**	**18.1**	**14.0**	**.8269**
Cuyahoga	17,820,653	23,804	21.6	27.2	16.8	13.4	.6516
• Cleveland	4,966,720	16,633	24.3	25.0	11.6	6.0	.1921
Cleveland Heights	796,466	27,673	20.2	28.1	18.7	18.8	.0264
Euclid	778,266	24,211	23.3	29.6	17.4	12.1	.0267
Lakewood	832,398	22,937	26.4	29.9	15.2	11.7	.0261
Parma	1,183,597	28,858	20.3	32.4	22.4	14.4	.0437
Geauga	988,031	31,291	16.6	30.3	23.1	20.0	.0300
Lake	2,738,976	29,378	18.8	32.8	22.7	15.1	.0986
Mentor	582,306	33,134	13.5	33.4	25.9	20.3	.0259
Medina	1,439,275	30,133	17.3	33.1	23.5	15.6	.0467
SUBURBAN TOTAL	18,020,215	28,897	19.4	29.5	20.9	17.5	.6348
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	***33,585,152***	***25,324***	***21.0***	***28.8***	***18.3***	***13.4***	***1.1999***
COLUMBUS	**15,097,445**	**23,788**	**23.7**	**29.4**	**17.0**	**11.7**	**.5500**
Delaware	701,488	27,988	20.4	30.8	20.4	15.3	.0222
Fairfield	1,037,898	23,742	24.1	32.6	17.2	8.8	.0355
• Lancaster	376,919	19,673	28.0	31.0	11.7	6.4	.0161
Franklin	10,855,602	23,438	23.9	28.6	16.6	12.1	.4074

CINCINNATI

A · MARKET · OF · OPPORTUNITY

Cincinnati has a large and diverse economic base, features a stable population base, has a competitive retail base and is relatively isolated from other major markets. Cincinnati is one of only twenty-two markets to be named a Consolidated Metropolitan Area.

The one million plus adults in the 8-county Cincinnati CMSA enjoy nearly $17 billion in effective buying income and generated more than $8 billion in retail sales.*

CINCINNATI NEWSPAPERS

Cincinnati daily newspapers deliver significant shares of most market segments. The Enquirer and The Post are particularly adept at reaching the adults who can and do buy more of everything.

Cincinnati CMSA Net Unduplicated Readers of The Daily Enquirer and The Daily Post**

	Average Issue Reach	Five Issue Reach
TOTAL ADULTS (1,226,700)	670,900 54.7%	924,800 75.4%
Household Income $35,000 or More (300,900)	183,000 60.8%	244,200 81.2%
College Graduates (223,100)	148,400 66.5%	191,900 86.0%
Professional, Technical Managerial, Administrative (234,800)	140,900 60.0%	183,800 78.3%

Sources: *Sales and Marketing Management Survey of Buying Power 1984
**Cincinnati Prospectus 1984/85

The Enquirer and The Post are the media of opportunity in the market of opportunity. For more details, contact the newspapers or Gannett Media Sales.

The Enquirer and The Post / Gannett Media Sales
617 Vine Street, Cincinnati, Ohio 45202 (513)721-2700 / Sunday MAG/NET

OHIO (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
• Columbus	6,308,379	20,479	26.2	28.0	14.4	8.7	.2516
Licking	1,432,086	25,062	22.9	29.9	19.0	11.3	.0475
• Newark	469,931	20,694	26.3	29.0	14.0	8.6	.0186
Madison	298,769	21,232	27.4	32.7	13.4	6.9	.0112
Pickaway	434,040	23,777	23.8	32.4	16.9	9.9	.0155
Union	337,562	25,045	21.2	33.0	17.0	12.9	.0107
SUBURBAN TOTAL	7,942,216	27,906	20.7	30.8	20.2	15.4	.2637
DAYTON - SPRINGFIELD	**11,157,848**	**24,752**	**22.4**	**29.1**	**18.0**	**12.8**	**.3922**
Clark	1,599,534	23,332	22.8	30.9	16.8	9.7	.0552
• Springfield	707,609	18,943	25.2	28.4	12.3	7.0	.0265
Greene	1,606,410	29,104	18.7	28.7	21.2	17.9	.0518
Miami	1,022,717	24,680	23.2	31.5	18.5	10.7	.0354
Montgomery	6,929,187	24,274	22.9	28.5	17.6	12.8	.2498
• Dayton	1,800,302	17,269	27.0	25.7	11.7	6.0	.0718
Kettering	916,600	28,222	22.9	27.9	20.4	17.4	.0297
SUBURBAN TOTAL	8,649,937	27,066	20.6	30.4	20.5	15.5	.2939
HAMILTON - MIDDLETOWN	**3,003,333**	**25,422**	**20.9**	**30.0**	**19.1**	**11.9**	**.1021**
Butler	3,003,333	25,422	20.9	30.0	19.1	11.9	.1021
• Hamilton	644,389	19,773	24.7	29.3	12.6	7.6	.0249
• Middletown	496,600	21,358	23.2	27.4	15.3	10.0	.0184
SUBURBAN TOTAL	1,862,344	29,279	18.3	31.0	23.5	14.5	.0588
LIMA	**1,618,633**	**22,917**	**24.6**	**31.4**	**16.4**	**8.9**	**.0622**
Allen	1,185,433	23,089	23.8	30.2	16.8	9.7	.0464
• Lima	449,767	18,878	26.2	27.8	13.0	6.5	.0178
Auglaize	433,200	22,557	26.7	34.5	15.3	6.9	.0158
SUBURBAN TOTAL	1,168,866	24,749	23.9	33.0	18.0	10.1	.0444
LORAIN - ELYRIA	**3,200,023**	**28,380**	**17.9**	**31.3**	**21.8**	**14.1**	**.1080**
Lorain	3,200,023	28,380	17.9	31.3	21.8	14.1	.1080
• Elyria	673,707	25,379	20.5	32.3	18.8	11.4	.0255
• Lorain	809,145	25,264	19.6	28.4	19.3	12.0	.0271
SUBURBAN TOTAL	1,717,171	31,102	15.6	32.4	24.6	16.6	.0554
MANSFIELD	**1,428,850**	**23,544**	**24.4**	**31.6**	**17.2**	**9.1**	**.0538**
Richland	1,428,850	23,544	24.4	31.6	17.2	9.1	.0538
• Mansfield	554,592	18,969	28.4	27.5	12.7	7.2	.0244
SUBURBAN TOTAL	874,258	27,082	21.3	34.8	20.6	10.6	.0294
PARKERSBURG - MARIETTA	**1,575,994**	**21,114**	**25.8**	**31.1**	**14.6**	**7.0**	**.0608**
Washington	645,324	21,552	25.9	31.8	15.3	6.9	.0241
• Marietta	164,041	18,022	29.4	26.9	11.1	6.7	.0086
Wood, W. Va.	*930,670*	*20,802*	*25.7*	*30.7*	*14.1*	*7.1*	*.0367*
• Parkersburg	*388,390*	*17,597*	*27.9*	*27.6*	*10.6*	*5.8*	*.0186*
SUBURBAN TOTAL	1,023,563	23,280	24.2	33.6	17.0	7.6	.0336
STEUBENVILLE - WEIRTON	**1,536,662**	**21,983**	**23.0**	**32.1**	**15.6**	**6.6**	**.0552**
Jefferson	882,928	22,069	22.5	30.3	16.4	7.6	.0316
• Steubenville	253,786	18,779	23.1	24.3	14.4	8.8	.0113
Brooke, W. Va.	*267,614*	*21,740*	*24.4*	*36.1*	*13.3*	*4.6*	*.0094*
Hancock, W. Va.	*386,120*	*21,989*	*22.9*	*33.3*	*15.4*	*5.9*	*.0142*
• Weirton	*256,310*	*23,352*	*21.6*	*32.0*	*17.4*	*7.6*	*.0103*
SUBURBAN TOTAL	1,026,566	22,351	23.3	34.0	15.4	5.8	.0336
TOLEDO	**7,242,616**	**24,538**	**21.9**	**28.0**	**18.1**	**12.7**	**.2760**
Fulton	445,338	26,156	21.6	31.5	19.2	12.4	.0155
Lucas	5,516,553	24,162	21.8	27.6	17.8	12.7	.2130
• Toledo	3,849,441	22,097	23.0	27.3	16.4	10.5	.1489
Wood	1,280,725	25,458	21.8	29.9	19.0	12.8	.0475
• Bowling Green	226,100	18,411	27.6	22.6	13.8	9.8	.0105
SUBURBAN TOTAL	3,167,075	28,434	19.5	29.9	21.0	16.3	.1166
YOUNGSTOWN - WARREN	**5,812,759**	**24,472**	**21.2**	**30.2**	**17.3**	**11.9**	**.2068**
Mahoning	2,723,651	21,479	23.4	31.7	14.3	7.4	.1051
• Youngstown	909,157	16,533	25.7	26.6	10.4	5.0	.0371
Trumbull	3,089,108	28,796	18.7	28.3	20.8	17.3	.1017
• Warren	667,758	24,277	20.1	26.2	17.5	14.0	.0250
SUBURBAN TOTAL	4,235,844	26,911	20.0	32.0	19.4	13.8	.1447
OTHER COUNTIES							
Adams	169,188	13,255	29.0	22.2	7.8	2.7	.0067
Ashland	460,957	22,261	26.3	33.1	14.8	7.8	.0166
Ashtabula	1,088,724	23,836	23.5	31.5	17.9	9.0	.0387
Athens	531,632	18,645	28.2	25.3	12.5	9.1	.0191
☐ Belmont	822,380	21,395	23.9	31.3	15.6	6.3	.0324
Brown	307,890	20,470	25.1	30.7	13.8	6.7	.0099
Champaign	348,675	21,985	26.7	33.8	14.3	7.3	.0116
Clinton	359,372	20,775	27.1	29.3	14.4	8.2	.0131
Columbiana	1,070,876	21,104	25.5	31.7	15.0	5.7	.0393
Coshocton	361,664	20,428	27.1	29.8	14.3	6.9	.0123
Crawford	492,583	21,266	26.8	31.3	14.7	7.0	.0166
Darke	526,165	20,596	28.7	32.7	12.4	6.6	.0186
Defiance	439,378	26,197	22.1	32.6	19.4	11.3	.0150
Erie	880,301	24,521	21.9	31.6	18.3	10.5	.0321
Fayette	207,346	15,804	31.9	27.4	7.1	3.7	.0089
Gallia	282,369	19,215	26.6	27.3	13.9	6.9	.0110
Guernsey	412,500	20,127	26.8	29.3	13.9	7.1	.0147
Hancock	791,190	25,927	21.5	32.2	18.6	12.7	.0268
Hardin	287,281	19,278	26.9	30.2	12.5	5.4	.0101
Harrison	157,623	19,654	27.1	29.2	14.3	5.7	.0051
Henry	298,870	23,882	24.9	33.0	17.5	8.9	.0106
Highland	299,536	16,952	30.5	27.2	9.4	5.0	.0110
Hocking	215,808	17,785	31.0	30.8	9.4	3.3	.0079
Holmes	238,162	20,280	29.0	29.0	13.8	7.9	.0087
Huron	549,340	22,264	25.8	33.9	14.8	6.8	.0194
Jackson	242,151	16,404	28.1	27.1	9.6	4.0	.0092
Knox	437,434	19,321	29.7	30.5	11.3	6.3	.0157
☐ Lawrence	611,568	20,730	23.6	29.6	14.7	7.2	.0200
Logan	378,378	19,279	29.4	29.9	12.4	5.8	.0133
Marion	639,941	21,828	24.7	33.6	14.3	6.8	.0237
Meigs	175,499	15,289	28.6	27.2	7.6	2.9	.0066
Mercer	415,041	25,635	22.0	33.3	17.7	11.8	.0136
Monroe	143,028	18,952	24.4	31.7	12.1	4.1	.0049
Morgan	118,158	17,729	28.8	29.5	10.1	4.5	.0040

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OHIO (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Morrow	229,490	19,295	31.1	33.2	11.0	3.6	.0077
Muskingum	776,748	18,757	28.4	28.6	12.5	5.8	.0302
Noble	101,810	19,144	26.3	29.8	13.0	5.2	.0036
Ottawa	503,721	27,311	20.9	30.4	21.0	14.6	.0175
Paulding	202,555	23,883	23.2	36.1	17.3	6.5	.0063
Perry	267,832	18,411	31.0	29.7	11.3	4.5	.0089
Pike	218,326	17,948	29.6	25.1	12.1	7.3	.0080
Preble	424,056	24,241	23.5	31.8	18.1	9.7	.0129
Putnam	281,284	21,321	27.7	35.2	12.6	5.7	.0101
Ross	729,968	23,489	23.9	29.9	16.3	11.4	.0245
Sandusky	691,662	24,268	22.8	33.4	18.8	8.6	.0245
Scioto	734,933	17,306	28.3	25.2	12.1	6.0	.0288
Seneca	624,181	23,901	24.4	34.0	17.5	8.0	.0219
Shelby	473,885	25,300	21.8	33.9	18.8	10.0	.0152
Tuscarawas	843,865	20,755	27.2	32.5	13.5	5.9	.0309
Van Wert	360,914	26,531	21.1	32.6	20.0	11.6	.0114
Vinton	94,717	16,505	29.3	27.1	10.0	4.1	.0030
Wayne	1,119,042	25,463	22.8	32.3	18.7	11.7	.0377
Williams	380,308	22,859	24.9	34.1	15.7	7.1	.0133
Wyandot	208,381	20,785	28.7	32.4	14.2	5.5	.0077
TOTAL METRO COUNTIES	**99,725,959**	**24,599**	**22.0**	**29.2**	**17.8**	**12.4**	**3.5920**
TOTAL STATE	**122,320,697**	**23,862**	**22.8**	**29.7**	**17.1**	**11.4**	**4.3909**

OKLAHOMA

OKLA.

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ENID	**65.8**	**.0273**	**32.1**	**12.0**	**17.5**	**17.8**	**27.1**	**25.6**	**421,253**	**93,707**	**42,791**	**37,641**	**26,855**	**95,361**	**15,740**
Garfield	65.8	.0273	32.1	12.0	17.5	17.8	27.1	25.6	421,253	93,707	42,791	37,641	26,855	95,361	15,740
• Enid	52.9	.0220	31.9	12.8	18.1	17.1	27.2	20.9	402,689	87,831	41,983	36,277	26,418	87,565	15,506
SUBURBAN TOTAL	12.9	.0053	33.2	8.7	15.3	20.9	26.3	4.7	18,564	5,876	808	1,364	437	7,796	234
LAWTON	**117.1**	**.0487**	**25.1**	**19.3**	**18.2**	**16.8**	**16.9**	**38.1**	**596,516**	**136,946**	**63,422**	**103,841**	**32,108**	**125,437**	**10,495**
Comanche	117.1	.0487	26.1	19.3	18.2	16.8	16.9	38.1	596,516	136,946	63,422	103,841	32,108	125,437	10,495
• Lawton	86.6	.0360	27.6	15.4	18.7	17.7	18.4	31.5	576,424	126,310	62,632	103,634	31,790	124,137	9,672
SUBURBAN TOTAL	30.5	.0127	23.6	30.4	16.6	14.5	12.8	6.6	20,092	10,636	790	207	318	1,300	823
OKLAHOMA CITY	**984.4**	**.4089**	**30.9**	**12.7**	**18.6**	**19.2**	**23.2**	**377.7**	**7,497,305**	**1,378,659**	**823,628**	**889,464**	**426,843**	**1,841,518**	**140,501**
Canadian	74.8	.0311	30.3	9.1	19.8	22.0	18.7	25.2	374,086	77,246	28,666	39,862	11,841	136,090	4,179
Cleveland	161.9	.0673	28.0	16.9	21.4	19.8	15.3	58.2	1,168,552	179,448	100,793	130,545	37,515	430,500	19,429
• Norman	78.1	.0324	27.5	23.1	21.5	16.4	17.5	30.0	885,774	103,519	74,465	103,678	25,269	383,853	13,235
Logan	31.6	.0131	32.4	11.8	15.2	17.9	28.2	11.1	97,401	30,784	7,382	8,734	1,061	27,442	3,313
McClain	25.4	.0106	33.4	9.0	15.2	22.5	25.0	8.8	105,657	31,093	8,189	15,029	2,199	26,810	2,432
Oklahoma	626.3	.2601	31.5	12.3	18.5	18.7	24.9	250.7	5,421,416	973,171	633,102	656,588	361,462	1,167,480	102,698
Midwest City	53.6	.0223	30.2	13.2	18.5	18.6	22.5	20.5	446,820	120,626	46,666	102,674	9,638	65,937	8,442
• Oklahoma City	446.1	.1852	31.8	12.0	18.8	18.4	25.7	182.8	4,098,211	600,929	495,400	495,498	305,780	897,053	70,014
Pottawatomie	64.4	.0267	33.7	10.9	14.6	19.2	29.0	23.7	330,193	86,917	45,496	38,706	12,765	53,196	8,450
• Shawnee	29.1	.0121	34.8	13.4	14.1	16.5	33.2	11.5	276,292	70,109	34,796	34,964	10,515	48,180	7,865
SUBURBAN TOTAL	431.1	.1792	30.5	11.4	18.1	20.8	21.1	153.4	2,237,028	604,102	218,967	255,324	85,279	512,432	49,387
TULSA	**745.3**	**.3095**	**31.6**	**11.2**	**18.5**	**19.9**	**23.8**	**285.9**	**4,342,077**	**933,199**	**460,789**	**491,874**	**250,381**	**968,358**	**80,970**
Creek	73.4	.0305	32.7	9.2	16.0	20.4	25.9	26.1	271,086	92,147	20,307	34,423	9,662	62,475	5,490
Osage	44.2	.0184	33.8	9.1	16.2	20.1	28.0	16.2	75,014	24,481	5,845	2,125	1,179	14,338	3,614
Rogers	57.7	.0240	32.0	9.1	16.2	23.7	21.5	19.7	162,162	50,659	13,926	13,928	3,013	32,401	1,929
Tulsa	514.9	.2138	31.4	12.1	19.4	19.3	23.7	205.6	3,761,812	738,857	415,191	426,296	231,653	854,379	68,762
• Tulsa	377.9	.1569	31.9	12.9	19.2	18.5	25.5	158.1	3,122,190	567,209	354,029	347,415	211,110	723,177	52,637
Wagoner	55.1	.0228	30.6	8.5	17.6	21.6	20.6	18.3	72,003	27,055	5,320	15,102	4,874	4,765	1,175
SUBURBAN TOTAL	367.4	.1526	31.3	9.4	17.9	21.3	22.0	127.8	1,219,887	365,990	106,760	144,459	39,271	245,181	28,333
OTHER COUNTIES															
Adair	21.2	.0088	32.0	9.5	13.9	17.8	28.1	6.8	35,475	10,966	2,691	5,992	1,155	6,787	921
Alfalfa	6.9	.0029	41.8	7.2	11.4	16.0	41.9	2.7	35,159	18,878	1,617	1,387	576	2,446	1,797
Atoka	13.8	.0057	34.7	9.3	15.9	19.0	30.6	4.8	53,289	14,196	2,403	8,868	658	9,653	1,758
Beaver	7.4	.0031	34.8	7.6	15.1	18.9	30.8	3.0	12,564	4,599	1,474		123	1,328	546
Beckham	24.4	.0101	34.3	10.5	14.9	16.1	33.0	9.4	241,012	54,322	17,260	37,947	10,281	41,081	5,234
Blaine	13.8	.0057	35.7	9.6	13.4	16.9	34.0	5.3	67,640	16,059	4,559	7,320	1,453	14,458	2,050
Bryan	33.4	.0139	34.3	12.2	14.3	16.9	32.1	12.7	127,490	28,408	12,416	10,939	6,738	31,493	5,305
Caddo	33.5	.0139	34.4	9.4	13.4	17.1	32.1	12.4	174,080	46,778	8,753	19,875	6,951	52,770	3,636
Carter	47.5	.0197	34.3	9.6	15.0	17.8	31.2	17.9	274,764	60,340	25,620	30,674	11,425	54,782	6,044
Cherokee	34.5	.0143	30.9	14.0	14.6	17.8	26.2	12.1	111,925	34,842	6,999	17,946	3,124	16,953	3,181
Choctaw	17.5	.0073	35.2	8.6	13.2	16.7	33.5	6.2	49,817	13,134	3,034	10,101	1,779	10,127	1,596
Cimarron	3.7	.0015	36.2	7.1	14.8	18.0	33.5	1.5	16,882	4,337	1,568	793	257	3,653	617
Coal	6.0	.0024	37.4	8.3	12.5	16.0	36.7	2.2	9,838	3,006	501	1,502	87	784	66
Cotton	7.5	.0031	37.6	8.2	13.4	17.4	35.9	3.0	25,840	5,210	943	1,403	650	12,887	485
Craig	15.5	.0064	37.8	8.7	13.5	19.2	34.6	5.6	92,035	14,957	7,192	11,274	2,175	26,361	1,658
Custer	32.6	.0135	29.9	18.3	15.3	15.8	26.4	12.3	312,106	67,206	34,283	35,402	15,678	67,688	5,630
Delaware	28.7	.0119	38.7	7.7	12.2	17.4	37.3	10.7	75,541	21,028	4,007	12,692	3,856	8,118	1,316
Dewey	6.1	.0026	38.0	8.6	13.1	16.1	37.4	2.2	20,774	10,216	1,645	212	161	3,035	
Ellis	5.8	.0024	35.7	8.4	15.0	16.3	34.6	2.2	27,199	5,307	1,610	1,522	384	7,791	2,139
Garvin	30.1	.0125	37.1	9.3	13.3	17.3	35.2	11.6	149,464	47,353	9,067	8,565	6,425	33,654	4,287
Grady	45.7	.0190	32.9	10.3	15.3	19.4	27.5	16.6	202,423	49,382	15,677	22,207	7,170	47,731	8,016
Grant	6.5	.0027	42.1	7.0	11.9	17.1	41.3	2.6	25,367	6,338	1,551	267	650	10,884	892
Greer	6.9	.0028	44.1	8.7	12.2	14.6	44.7	3.1	18,524	6,644	1,336	455	902	2,114	1,852
Harmon	4.3	.0018	41.8	7.3	11.2	14.7	42.1	1.7	12,451	4,123	240	272	442	2,293	1,459
Harper	4.6	.0019	38.3	9.0	13.6	18.9	35.3	1.8	14,069	4,547	1,170	226	186	3,676	623
Haskell	12.2	.0051	37.1	7.6	13.7	17.6	35.2	4.7	42,245	10,832	1,030	6,985	1,137	10,116	860
Hughes	15.1	.0063	40.4	7.7	11.8	17.2	39.3	5.9	57,328	15,314	2,779	10,338	1,452	14,137	2,152

OKLA. (cont.)

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Jackson	30.8	.0128	29.2	13.8	16.7	17.7	22.7	11.0	207,586	36,893	17,243	17,793	9,165	58,281	5,112
Jefferson	9.1	.0037	37.1	8.4	13.7	15.7	36.7	3.4	22,271	6,424	2,351	401	1,067	5,497	1,125
Johnston	10.8	.0045	35.0	10.9	13.1	16.5	33.5	4.0	13,015	7,045	740	71	425	759	1,013
Kay	51.8	.0215	35.1	10.0	15.5	17.4	32.7	20.6	307,196	67,619	26,567	29,696	13,281	67,265	10,983
Kingfisher	15.8	.0066	33.2	10.4	14.6	18.4	29.0	5.8	105,619	20,387	5,329	11,777	915	30,061	2,496
Kiowa	13.0	.0054	40.1	8.5	12.0	15.9	39.9	5.3	52,936	16,915	2,060	3,721	2,000	13,725	1,995
Latimer	10.3	.0043	35.0	11.3	12.6	17.1	32.9	3.6	22,571	9,458	1,030	1,571	103	1,551	694
Le Flore	45.9	.0190	34.2	9.1	14.1	18.6	30.4	16.7	120,160	39,048	6,168	18,345	4,519	24,144	2,718
Lincoln	32.0	.0133	34.6	9.2	14.1	19.4	30.0	12.0	100,314	28,221	9,625	7,945	4,055	14,167	2,125
Love	8.6	.0036	35.7	8.4	14.3	18.4	32.6	3.3	16,238	6,212	2,395	193	306	2,078	91
McCurtain	37.5	.0155	31.8	9.2	14.8	18.2	27.0	13.0	126,015	36,280	7,744	21,106	5,541	21,532	4,560
McIntosh	17.5	.0073	41.6	7.7	11.0	17.9	40.2	6.9	78,430	17,583	6,368	8,970	2,288	20,814	1,802
Major	9.4	.0039	35.1	9.3	14.4	18.5	31.6	3.4	54,963	9,178	3,632	3,869	390	18,882	1,329
Marshall	11.8	.0049	41.5	8.0	11.6	16.5	41.2	5.0	45,534	13,386	3,424	2,671	723	13,802	1,292
Mayes	36.5	.0152	34.6	9.1	14.0	19.1	30.4	13.4	129,909	40,838	8,747	18,141	6,236	18,838	2,171
Murray	13.2	.0054	36.0	8.6	13.9	16.8	34.4	5.1	65,721	15,244	2,939	6,657	1,064	23,513	1,572
Muskogee	72.4	.0301	33.6	10.0	15.3	17.4	30.4	27.1	360,210	82,239	34,545	41,553	14,998	85,980	7,683
Muskogee	43.0	.0179	34.7	10.2	15.0	15.6	33.9	17.1	326,487	65,999	32,136	41,358	13,299	84,084	6,867
Noble	12.5	.0052	35.1	9.8	14.4	18.9	31.4	4.8	52,864	14,208	4,164	3,153	1,866	7,497	1,838
Nowata	11.8	.0049	35.9	9.2	14.4	17.9	33.3	4.5	29,768	5,955	2,518	5,033	598	5,708	758
Okfuskee	11.7	.0048	38.3	7.6	11.6	17.3	36.9	4.6	26,362	9,691	1,433	1,647	1,101	2,773	900
Okmulgee	40.7	.0169	34.8	11.2	13.5	17.3	32.4	15.2	150,364	46,927	9,661	24,201	5,700	26,034	3,109
Ottawa	34.7	.0144	34.0	11.8	14.4	17.8	30.7	13.1	158,412	45,682	10,560	18,498	4,936	22,877	5,799
Pawnee	17.7	.0073	35.6	8.5	14.8	19.3	31.5	6.8	53,307	14,189	4,046	7,369	1,520	10,071	2,487
Payne	66.1	.0275	25.7	29.3	16.5	14.0	20.6	24.7	321,856	80,289	36,162	44,196	11,742	51,502	8,904
Pittsburg	42.5	.0176	36.9	8.1	14.4	18.6	34.1	16.4	171,271	40,264	14,548	33,488	5,947	34,841	3,978
Pontotoc	34.9	.0145	34.3	13.3	14.1	17.1	31.9	13.3	210,664	47,918	17,878	29,689	9,820	42,096	4,772
Pushmataha	13.2	.0055	36.9	8.1	12.8	19.1	33.4	5.1	27,681	10,095	1,872	1,933	935	6,052	1,556
Roger Mills	5.5	.0023	35.6	9.2	14.1	16.8	33.9	2.1	29,546	10,534	2,082	1,053	247	6,165	1,201
Seminole	29.0	.0120	35.7	9.3	13.7	17.3	33.5	10.9	112,445	40,283	7,143	10,621	4,330	23,652	2,683
☐ Sequoyah	35.6	.0148	32.7	9.2	14.2	19.7	27.0	12.2	88,325	27,859	4,712	10,184	3,260	15,855	1,335
Stephens	45.2	.0188	34.5	9.8	15.9	17.8	31.3	17.4	234,767	59,170	19,223	22,177	9,767	57,909	8,160
Texas	18.2	.0075	30.8	12.1	16.5	18.7	24.4	6.6	109,124	25,678	10,952	10,944	4,833	11,629	3,649
Tillman	11.7	.0049	35.7	8.4	13.3	15.9	34.9	4.4	34,825	8,636	2,554	4,041	1,363	6,682	1,464
Washington	51.7	.0215	34.5	9.2	16.9	19.8	29.4	20.7	293,776	71,345	30,490	39,160	14,547	51,099	7,207
Washita	15.4	.0064	34.1	10.9	14.7	16.1	32.5	5.8	70,545	22,049	5,297	2,937	1,847	14,654	905
Woods	10.6	.0044	37.7	14.4	12.6	15.4	37.6	4.2	72,291	17,208	6,618	9,462	4,094	18,857	2,281
Woodward	23.1	.0096	30.5	11.6	17.6	18.4	23.7	8.4	214,252	44,677	18,250	34,667	9,730	46,708	3,939
TOTAL METRO COUNTIES	**1,948.2**	**.8092**	**31.0**	**12.4**	**18.5**	**19.3**	**23.3**	**739.5**	**12,945,476**	**2,570,370**	**1,395,342**	**1,533,004**	**739,447**	**3,046,529**	**249,041**
TOTAL STATE	**3,356.0**	**1.3935**	**32.1**	**11.8**	**16.7**	**18.6**	**26.6**	**1,269.1**	**19,433,585**	**4,216,460**	**1,913,125**	**2,296,917**	**987,221**	**4,411,024**	**437,512**

OKLA.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ENID	**775,387**	**22,967**	**24.4**	**29.1**	**16.7**	**11.1**	**.0283**
Garfield	775,387	22,967	24.4	29.1	16.7	11.1	.0283
• Enid	627,794	22,655	24.8	29.1	16.3	10.9	.0243
SUBURBAN TOTAL	147,593	24,582	22.5	29.1	18.3	12.1	.0040
LAWTON	**1,170,923**	**21,349**	**28.9**	**28.5**	**14.8**	**10.3**	**.0434**
Comanche	1,170,923	21,349	28.9	28.5	14.8	10.3	.0434
• Lawton	889,434	21,215	29.4	28.0	15.0	10.2	.0355
SUBURBAN TOTAL	281,489	21,940	26.6	30.7	13.5	11.2	.0079
OKLAHOMA CITY	**11,736,769**	**23,660**	**23.9**	**28.4**	**16.6**	**12.8**	**.4525**
Canadian	859,285	29,026	18.8	30.3	22.3	14.7	.0296
Cleveland	1,883,704	25,474	22.5	29.6	18.9	12.8	.0723
• Norman	910,590	21,384	25.7	25.6	15.1	12.3	.0418
Logan	321,244	21,689	24.1	27.1	14.9	11.8	.0104
McClain	240,902	22,453	22.0	29.3	15.9	9.9	.0086
Oklahoma	7,800,469	23,210	24.7	28.1	15.9	13.1	.3078
Midwest City	638,842	25,138	25.3	31.4	18.5	12.6	.0255
• Oklahoma City	5,552,367	22,346	24.8	27.5	15.1	12.6	.2243
Pottawatomie	631,165	19,878	25.3	26.3	14.5	8.9	.0238
• Shawnee	294,826	18,098	25.2	25.0	12.5	8.1	.0136
SUBURBAN TOTAL	4,978,986	26,005	22.4	30.4	19.0	13.4	.1728
TULSA	**8,568,828**	**23,063**	**23.9**	**28.9**	**16.1**	**11.6**	**.3081**
Creek	715,871	22,000	23.1	29.5	15.9	9.0	.0247
Osage	416,957	20,165	24.6	29.8	13.1	7.5	.0127
Rogers	588,649	25,045	21.5	28.9	19.2	11.5	.0188
Tulsa	6,296,275	23,140	24.6	28.8	15.9	12.2	.2360
• Tulsa	4,823,789	22,249	25.6	27.6	14.9	12.5	.1846
Wagoner	551,076	24,949	19.7	29.7	17.7	12.2	.0159
SUBURBAN TOTAL	3,745,039	24,078	21.9	30.6	17.6	10.5	.1235

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
OTHER COUNTIES							
Adair	131,288	13,593	28.6	23.6	7.3	3.2	.0049
Alfalfa	69,349	18,848	26.1	25.9	12.7	8.7	.0026
Atoka	101,103	13,400	30.3	19.1	7.6	5.1	.0041
Beaver	81,288	21,565	24.6	33.1	11.7	9.0	.0023
Beckham	241,407	18,403	24.0	25.3	12.9	8.4	.0114
Blaine	148,013	20,419	23.0	25.4	15.2	10.4	.0054
Bryan	244,238	13,519	31.0	19.5	7.4	4.3	.0098
Caddo	315,492	18,313	25.4	25.0	10.8	10.1	.0122
Carter	471,536	19,258	24.5	26.5	12.9	9.0	.0182
Cherokee	254,022	14,626	30.9	22.6	7.7	5.1	.0099
Choctaw	115,604	12,328	26.8	20.0	7.5	3.6	.0045
Cimarron	32,798	16,347	33.1	25.6	8.3	5.3	.0013
Coal	39,540	12,319	30.0	20.1	4.4	4.1	.0014
Cotton	57,623	14,526	29.6	24.4	8.4	2.4	.0022
Craig	117,341	15,645	31.9	24.7	7.6	4.9	.0054
Custer	390,391	22,312	22.8	25.4	14.9	14.2	.0163
Delaware	212,667	14,398	32.9	22.9	6.9	4.5	.0078
Dewey	69,740	22,415	22.7	22.5	17.0	15.0	.0023
Ellis	58,432	19,346	27.7	26.1	13.1	9.3	.0021
Garvin	301,555	18,992	25.4	25.5	13.8	8.5	.0111
Grady	442,521	19,684	25.7	26.6	13.1	9.6	.0161
Grant	66,579	18,987	28.1	26.2	12.3	8.7	.0022
Greer	59,435	12,700	27.0	21.6	5.8	4.8	.0020
Harmon	26,298	9,671	29.7	11.9	2.6	4.2	.0012
Harper	47,262	21,118	24.2	31.1	11.9	9.2	.0015
Haskell	96,808	14,193	29.6	19.6	8.4	6.2	.0036
Hughes	112,495	13,090	29.1	20.6	7.1	4.5	.0046
Jackson	254,906	16,506	33.2	24.8	9.5	5.4	.0115

OKLA. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Jefferson	60,700	12,107	29.6	19.8	5.5	3.2	.0024
Johnston	68,633	11,333	29.3	15.3	7.1	3.7	.0024
Kay	614,686	22,727	24.3	28.0	15.7	12.2	.0219
Kingfisher	163,207	22,601	23.4	31.3	16.3	8.8	.0064
Kiowa	103,920	12,937	28.3	20.4	7.2	4.5	.0042
Latimer	69,597	12,943	27.5	20.9	6.8	4.4	.0025
Le Flore	342,756	14,989	30.9	24.0	8.0	4.2	.0125
Lincoln	299,996	19,652	24.3	28.8	12.8	7.6	.0102
Love	75,576	17,313	26.1	26.4	9.7	7.3	.0025
McCurtain	235,856	12,940	30.5	19.7	7.7	3.0	.0100
McIntosh	133,657	13,937	30.2	21.5	8.6	3.0	.0056
Major	93,895	20,338	26.9	27.3	12.9	10.5	.0036
Marshall	110,247	14,430	31.1	21.4	8.7	5.4	.0040
Mayes	318,875	18,067	28.2	26.4	12.4	6.5	.0115
Murray	114,803	17,165	28.6	27.6	9.9	4.7	.0046
Muskogee	653,666	17,353	25.7	25.6	11.1	7.3	.0253
Muskogee	410,674	16,475	26.4	24.0	10.0	8.0	.0179
Noble	130,779	20,322	27.4	28.2	12.6	10.0	.0046
Nowata	118,943	20,584	23.0	30.2	13.4	7.7	.0037
Okfuskee	94,893	14,318	28.2	20.7	9.3	5.6	.0033
Okmulgee	364,146	16,619	27.3	24.5	11.3	7.0	.0132
Ottawa	284,144	15,964	30.6	26.2	8.9	4.4	.0113
Pawnee	181,111	19,755	26.2	27.9	11.7	9.8	.0058
Payne	644,647	16,828	28.7	23.2	11.5	8.0	.0240
Pittsburg	352,550	15,763	29.9	25.5	8.8	4.3	.0134
Pontotoc	318,431	16,886	25.6	25.4	11.1	7.0	.0132
Pushmataha	96,196	12,771	31.0	19.4	5.6	4.2	.0034
Roger Mills	72,801	23,146	23.2	28.8	11.8	16.8	.0023
Seminole	269,985	17,612	25.0	25.3	11.8	7.9	.0096
☐ Sequoyah	233,883	14,245	32.8	22.6	6.6	3.4	.0091
Stephens	485,253	21,357	24.2	28.1	15.0	9.9	.0175
Texas	174,825	20,766	27.7	31.1	13.2	7.8	.0069
Tillman	76,448	11,506	31.4	16.5	4.2	4.0	.0032
Washington	708,513	26,772	20.3	27.6	17.7	17.6	.0233
Washita	167,125	21,905	25.1	29.6	13.1	11.8	.0058
Woods	121,636	20,110	26.9	26.4	12.4	11.5	.0046
Woodward	280,162	26,620	21.4	27.8	18.5	15.6	.0115
TOTAL METRO COUNTIES	**22,485,790**	**23,049**	**24.3**	**28.6**	**16.2**	**12.0**	**.8414**
TOTAL STATE	**35,448,179**	**20,592**	**25.5**	**27.0**	**14.1**	**10.2**	**1.3295**

OREGON

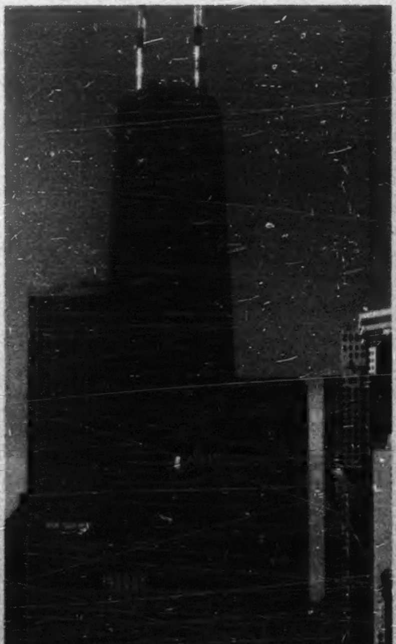
ORE.
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
EUGENE - SPRINGFIELD	**267.9**	**.1112**	**30.5**	**13.5**	**21.4**	**18.1**	**22.3**	**104.3**	**1,434,241**	**289,200**	**146,782**	**212,866**	**73,423**	**339,498**	**34,565**
Lane	267.9	.1112	30.5	13.5	21.4	18.1	22.3	104.3	1,434,241	289,200	146,782	212,866	73,423	339,498	34,565
• Eugene	105.1	.0436	29.7	18.1	23.9	16.5	20.8	43.4	887,265	155,698	95,657	155,819	57,093	195,162	22,388
• Springfield	40.2	.0167	28.2	15.3	23.4	15.4	18.8	16.2	253,310	52,658	28,912	47,487	10,607	57,829	6,569
SUBURBAN TOTAL	122.6	.0509	32.3	9.0	18.8	20.3	24.6	44.7	293,666	80,844	22,213	9,560	5,723	86,507	5,608

Los Angeles


Chicago

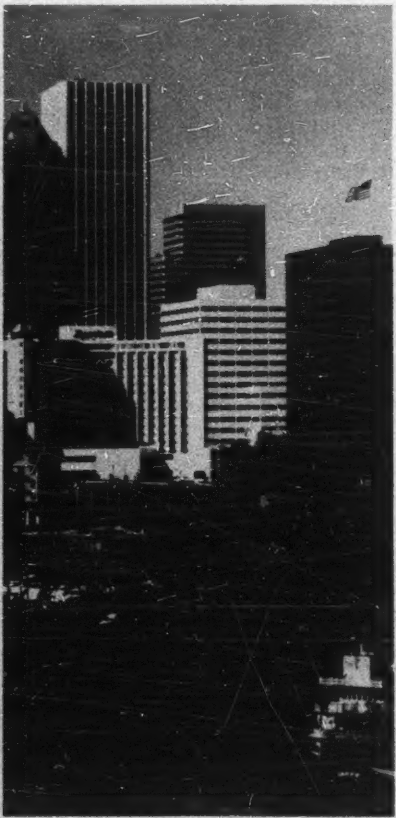
Washington, D.C.

ORE. (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
MEDFORD	**139.3**	**.0578**	**33.0**	**10.2**	**18.2**	**19.0**	**27.3**	**52.6**	**762,391**	**133,529**	**64,339**	**121,637**	**29,985**	**174,453**	**15,466**
Jackson	139.3	.0578	33.0	10.2	18.2	19.0	27.3	52.6	762,391	133,529	64,339	121,637	29,985	174,453	15,466
• Medford	43.1	.0179	32.3	10.5	19.3	17.3	27.4	17.2	535,814	52,128	39,199	107,405	22,284	140,526	9,678
SUBURBAN TOTAL	96.2	.0399	33.3	10.1	17.5	19.7	27.3	35.4	226,577	81,401	25,140	14,232	7,701	33,927	5,788
PORTLAND	**1,149.3**	**.4770**	**32.0**	**11.1**	**20.6**	**18.9**	**24.9**	**450.8**	**7,441,991**	**1,248,100**	**780,655**	**1,387,690**	**341,290**	**1,639,544**	**111,177**
Clackamas	254.7	.1057	32.2	8.9	18.8	21.9	22.7	90.4	1,204,962	322,285	107,091	227,662	39,459	229,507	19,920
Multnomah	562.3	.2334	32.6	12.1	21.4	16.7	28.1	235.6	4,061,500	583,760	462,641	809,428	203,461	787,041	48,706
• Portland	390.6	.1622	33.0	12.4	21.9	15.5	30.1	171.3	3,013,441	405,298	346,154	606,730	166,604	522,772	31,722
Washington	272.5	.1131	30.7	11.0	21.7	20.6	20.1	103.9	1,925,998	279,172	190,605	340,378	90,204	539,216	30,536
Yamhill	59.8	.0248	31.4	11.9	17.0	18.0	25.9	20.9	249,531	62,883	20,318	10,222	8,266	83,780	12,015
SUBURBAN TOTAL	758.7	.3148	31.4	10.5	19.8	20.6	22.3	279.5	4,428,550	842,802	434,501	780,960	174,786	1,116,772	79,455
PORTLAND - VANCOUVER CONSOLIDATED AREA	***1,361.0***	***.5649***	***31.7***	***11.0***	***20.4***	***19.0***	***24.4***	***529.5***	***8,270,967***	***1,447,129***	***877,721***	***1,542,395***	***372,054***	***1,788,861***	***141,050***
SALEM	**257.0**	**.1068**	**31.8**	**11.4**	**18.4**	**18.0**	**26.1**	**94.6**	**1,184,037**	**226,887**	**123,224**	**201,625**	**51,210**	**265,565**	**31,299**
Marion	210.7	.0875	31.8	11.3	18.5	17.9	26.2	77.6	1,089,444	187,299	110,524	197,909	48,688	256,354	28,849
• Salem	91.5	.0380	31.7	13.7	20.7	16.8	26.3	35.5	738,411	95,628	73,774	151,511	41,046	183,626	22,195
Polk	46.3	.0193	31.9	11.8	17.7	18.1	26.5	17.0	94,593	39,588	12,700	3,716	2,522	9,211	2,450
SUBURBAN TOTAL	165.5	.0688	31.9	10.1	17.2	18.6	26.1	59.1	445,626	131,259	49,450	50,114	10,164	81,939	9,104
OTHER COUNTIES															
Baker	16.1	.0067	35.5	8.1	15.3	18.7	32.1	6.2	73,923	20,915	7,998	4,509	1,602	18,312	1,719
Benton	67.4	.0280	27.3	24.0	20.9	16.0	17.9	23.9	291,374	69,356	37,494	37,190	11,771	54,922	9,875
Corvallis	40.7	.0169	24.9	34.4	21.1	12.1	16.4	14.7	271,547	65,440	33,384	34,960	11,568	54,202	9,451
Clatsop	32.0	.0133	33.2	11.3	17.6	16.7	30.1	12.4	194,592	51,287	29,462	5,238	6,800	36,120	12,623
Columbia	36.5	.0152	32.0	8.6	17.7	19.4	25.3	13.2	102,655	36,475	12,069	1,689	6,429	15,570	8,197
Coos	61.4	.0255	33.2	9.7	17.2	19.2	27.7	23.4	308,982	73,768	27,225	24,114	12,400	67,525	12,496
Crook	13.7	.0057	33.6	9.3	16.1	19.4	28.3	5.1	41,240	16,957	3,319	1,910	575	6,595	1,022
Curry	16.9	.0070	38.3	7.9	14.7	17.6	36.6	7.0	89,157	24,191	10,429	3,583	3,231	18,148	4,034
Deschutes	69.2	.0287	31.5	10.1	20.4	19.3	23.5	25.8	353,106	80,180	34,589	35,732	9,097	73,088	17,183
Douglas	96.9	.0402	32.0	9.8	17.0	19.1	25.7	35.0	423,650	101,983	37,707	40,679	13,148	111,713	15,270
Gilliam	1.8	.0008	35.0	9.1	15.2	18.4	31.6	.8	4,767	527	868			1,400	70
Grant	8.5	.0035	33.4	8.7	16.8	19.9	27.5	3.2	24,355	7,600	1,356	1,069	1,162	6,379	1,332
Harney	7.9	.0033	31.9	9.7	17.3	20.4	24.3	2.9	29,385	7,720	2,570	1,277	759	6,662	199
Hood River	16.3	.0068	32.9	9.9	17.6	18.7	27.6	6.2	90,627	24,866	10,127	6,330	2,344	21,490	1,899
Jefferson	12.7	.0053	30.5	10.2	16.6	19.1	23.4	4.5	60,624	17,633	5,687	1,120	819	20,705	1,840
Josephine	68.6	.0285	35.2	7.9	15.9	18.7	31.7	25.8	351,380	70,778	29,493	30,540	12,233	98,701	11,354
Klamath	58.7	.0243	31.6	10.5	17.8	18.8	25.2	22.1	317,164	72,710	30,594	35,137	12,082	74,117	14,182
Lake	7.8	.0033	33.0	8.9	16.5	19.8	26.9	3.0	34,240	9,648	2,914	201	1,370	9,312	1,343
Lincoln	36.8	.0153	36.9	8.7	17.1	16.8	35.6	15.6	177,924	36,424	34,832	6,450	3,846	28,367	11,109

New York


Portland

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The Oregonian

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The Register-Guard

Source: Mar%Stat Market Research Study of Oregon Newspapers, May 1983; Lane County Audit, 1984

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Represented Nationally by Sawyer, Ferguson, Walker

ORE. (cont.)

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Linn	90.2	.0375	31.7	10.1	18.0	18.6	25.5	33.5	444,051	86,124	38,919	54,833	15,093	116,508	18,505
Malheur	28.1	.0116	31.7	10.0	15.3	17.3	27.6	9.8	167,375	34,027	16,586	20,171	4,447	42,019	5,647
Morrow	8.3	.0035	30.9	10.0	17.4	19.7	23.0	2.9	22,481	4,607	2,985	861	346	4,430	621
Sherman	2.1	.0008	33.5	8.0	17.0	15.8	31.7	.8	11,058	582	3,839	326			311
Tillamook	21.2	.0088	35.7	8.4	16.8	16.8	34.0	8.5	94,164	30,028	9,681	2,494	2,791	19,447	2,226
Umatilla	61.5	.0256	31.6	10.6	17.9	18.0	25.9	21.9	334,471	83,385	28,472	13,561	8,848	98,726	16,536
Union	24.6	.0102	31.3	11.4	17.5	18.4	25.1	8.8	114,766	27,040	10,981	2,800	4,895	29,539	9,814
Wallowa	7.4	.0031	35.1	8.0	16.3	18.6	31.5	3.0	33,673	9,735	1,916	887	815	12,623	1,133
Wasco	21.7	.0090	33.6	8.5	17.2	18.1	29.6	8.4	140,931	20,403	14,791	18,458	4,245	39,547	10,952
Wheeler	1.4	.0006	38.7	6.8	12.4	18.8	36.2	.7	4,611	929	518	366		2,392	
TOTAL METRO COUNTIES	**1,813.5**	**.7528**	**31.8**	**11.4**	**20.3**	**18.6**	**24.9**	**702.3**	**10,822,660**	**1,897,716**	**1,115,000**	**1,923,818**	**496,008**	**2,419,060**	**192,507**
TOTAL STATE	**2,709.2**	**1.1249**	**31.9**	**11.2**	**19.4**	**18.5**	**25.5**	**1,036.7**	**15,159,386**	**2,917,594**	**1,562,421**	**2,275,343**	**637,156**	**3,453,417**	**383,999**

ORE.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
EUGENE - SPRINGFIELD	**2,677,232**	**20,220**	**26.8**	**30.1**	**13.2**	**7.3**	**.1009**
Lane	2,677,232	20,220	26.8	30.1	13.2	7.3	.1009
• Eugene	1,114,989	18,534	27.4	25.6	12.3	8.7	.0477
• Springfield	359,980	18,652	28.9	32.0	10.7	3.4	.0152
SUBURBAN TOTAL	1,202,263	22,408	25.5	33.7	14.9	7.4	.0380
MEDFORD	**1,274,776**	**18,728**	**30.2**	**29.5**	**11.1**	**5.8**	**.0507**
Jackson	1,274,776	18,728	30.2	29.5	11.1	5.8	.0507
• Medford	427,386	18,789	29.6	28.7	11.1	6.8	.0227
SUBURBAN TOTAL	847,390	18,698	30.3	29.9	11.1	5.4	.0280
PORTLAND	**13,932,168**	**24,760**	**23.1**	**29.4**	**17.7**	**12.9**	**.5040**
Clackamas	2,974,220	27,437	21.3	31.5	20.3	13.8	.1001
Multnomah	6,551,502	21,463	25.7	28.3	15.2	9.9	.2509
• Portland	4,559,321	19,868	26.7	26.9	13.4	9.4	.1786
Washington	3,845,495	30,898	18.6	29.2	22.1	19.9	.1327
Yamhill	560,951	21,519	26.3	31.4	14.8	7.6	.0203
SUBURBAN TOTAL	9,372,847	27,817	21.0	30.9	20.4	15.0	.3254
PORTLAND - VANCOUVER CONSOLIDATED AREA	***16,272,751***	***24,841***	***22.9***	***29.7***	***17.8***	***12.7***	***.5812***
SALEM	**2,346,257**	**19,323**	**29.2**	**29.8**	**12.5**	**5.9**	**.0888**
Marion	1,919,444	19,126	29.6	29.6	12.2	6.0	.0752
• Salem	867,301	18,014	30.6	27.4	11.0	6.4	.0390
Polk	426,813	20,169	27.1	31.0	14.0	5.5	.0136
SUBURBAN TOTAL	1,478,956	20,127	28.4	31.2	13.4	5.7	.0498
OTHER COUNTIES							
Baker	126,492	15,977	31.5	25.6	9.3	3.4	.0053
Benton	727,462	22,509	25.2	26.5	16.2	12.5	.0248
Corvallis	420,302	19,352	27.9	24.4	13.7	10.4	.0167
Clatsop	305,624	18,470	28.8	27.4	11.7	7.1	.0123

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Columbia	341,957	22,219	24.3	33.0	15.8	6.3	.0113
Coos	537,684	18,577	29.6	31.1	11.2	4.1	.0214
Crook	114,643	17,574	33.4	28.9	9.4	3.6	.0041
Curry	151,704	16,584	32.1	26.5	9.0	5.0	.0060
Deschutes	645,118	19,982	29.2	31.0	12.7	6.2	.0249
Douglas	799,915	19,145	28.7	33.0	10.7	3.8	.0314
Gilliam	24,746	24,000	26.4	29.3	19.9	10.8	.0007
Grant	64,503	16,337	32.5	29.6	7.3	2.6	.0024
Harney	61,896	17,759	33.4	31.3	8.8	2.8	.0023
Hood River	143,465	17,816	30.1	29.2	11.0	4.9	.0060
Jefferson	114,293	20,451	30.2	32.8	12.1	6.4	.0044
Josephine	542,005	16,212	32.1	26.3	9.0	4.0	.0228
Klamath	500,491	18,169	28.8	29.7	10.9	4.5	.0208
Lake	67,053	18,785	29.8	31.6	11.6	3.5	.0025
Lincoln	420,351	20,342	27.7	27.7	13.9	9.1	.0144
Linn	844,553	20,688	27.0	31.7	13.8	6.3	.0321
Malheur	222,789	17,498	31.1	27.3	10.5	5.4	.0099
Morrow	83,438	23,526	26.4	29.9	18.2	9.6	.0027
Sherman	23,107	23,053	26.1	28.4	17.1	11.6	.0008
Tillamook	182,661	16,339	33.2	25.8	9.4	4.1	.0070
Umatilla	545,303	19,673	30.6	30.3	13.4	5.4	.0220
Union	222,976	20,093	26.8	29.6	14.1	6.6	.0086
Wallowa	65,406	17,067	32.3	28.0	7.7	6.0	.0025
Wasco	203,933	20,060	25.5	33.4	10.5	6.2	.0085
Wheeler	11,777	11,579	34.8	17.2	5.3	2.4	.0004
TOTAL METRO COUNTIES	**20,230,433**	**22,645**	**25.1**	**29.4**	**15.9**	**10.6**	**.7444**
TOTAL STATE	**28,325,778**	**21,385**	**26.3**	**29.6**	**14.6**	**9.1**	**1.0567**

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

PENNSYLVANIA

PA.
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ALLENTOWN - BETHLEHEM	**656.8**	**.2727**	**34.6**	**10.8**	**16.4**	**18.8**	**30.6**	**249.9**	**3,798,948**	**773,610**	**321,751**	**439,857**	**151,491**	**842,240**	**108,680**
Carbon	54.4	.0226	37.3	9.2	14.6	17.5	35.4	21.2	171,803	58,021	10,971	5,667	7,148	36,520	6,847
Lehigh	279.5	.1161	34.7	10.9	16.8	19.0	30.6	109.0	2,160,222	377,821	195,114	334,666	102,945	469,485	54,435
• Allentown	104.8	.0435	35.3	12.8	16.3	16.0	34.2	43.8	842,427	140,060	94,170	70,885	35,121	238,567	23,425
Northampton	233.5	.0969	34.5	11.5	16.0	18.6	30.6	87.3	965,250	230,636	82,535	75,707	28,364	225,151	32,309
• Bethlehem	70.5	.0293	34.7	15.1	15.1	16.0	33.5	27.7	366,956	91,249	28,196	38,191	16,532	78,649	17,586
• Easton	26.3	.0109	32.2	15.6	15.8	14.4	31.2	10.0	157,878	50,982	14,671	9,067	9,687	6,670	5,136
Warren, N. J.	*89.4*	*.0371*	*33.5*	*9.8*	*16.8*	*19.7*	*27.9*	*32.4*	*501,673*	*107,132*	*33,131*	*23,817*	*13,034*	*111,084*	*15,089*
SUBURBAN TOTAL	455.2	.1890	34.7	9.4	16.7	20.2	29.2	168.4	2,431,687	491,319	184,714	321,714	90,151	518,354	62,533
ALTOONA	**136.0**	**.0565**	**34.3**	**10.3**	**15.4**	**17.5**	**31.4**	**51.0**	**742,310**	**166,458**	**51,294**	**104,961**	**39,333**	**176,945**	**26,593**
Blair	136.0	.0565	34.3	10.3	15.4	17.5	31.4	51.0	742,310	166,458	51,294	104,961	39,333	176,945	26,593
• Altoona	55.0	.0228	35.5	10.9	14.4	16.1	34.5	21.2	374,827	80,138	30,064	37,205	24,862	104,224	13,315
SUBURBAN TOTAL	81.0	.0337	33.7	9.8	16.2	18.5	29.3	29.8	367,483	86,320	21,230	67,756	14,471	72,721	13,278
BEAVER COUNTY	**199.9**	**.0830**	**34.5**	**10.8**	**15.4**	**18.6**	**30.6**	**73.4**	**847,635**	**232,691**	**61,015**	**156,831**	**36,244**	**129,126**	**32,599**
Beaver	199.9	.0830	34.5	10.8	15.4	18.6	30.6	73.4	847,635	232,691	61,015	156,831	36,244	129,126	32,599
SUBURBAN TOTAL	199.9	.0830	34.5	10.8	15.4	18.6	30.6	73.4	847,635	232,691	61,015	156,831	36,244	129.126	32,599
ERIE	**285.3**	**.1184**	**31.3**	**12.7**	**16.4**	**17.2**	**26.8**	**103.3**	**1,431,057**	**318,335**	**135,421**	**169,249**	**70,095**	**304,999**	**49,874**
Erie	285.3	.1184	31.3	12.7	16.4	17.2	26.8	103.3	1,431,057	318,335	135,421	169,249	70,095	304,999	49,874
• Erie	118.5	.0492	31.8	13.3	16.6	14.4	30.3	45.6	604,068	187,200	60,885	34,108	35,603	112,631	28,519
Millcreek Township	45.9	.0191	33.4	10.8	16.7	19.9	27.4	17.0	407,735	31,117	36,745	113,382	25,196	88,697	9,029
SUBURBAN TOTAL	166.8	.0692	31.0	12.2	16.4	19.1	24.4	57.7	826,989	131,135	74,536	135,141	34,492	192,368	21,355
HARRISBURG - LEBANON - CARLISLE	**578.8**	**.2404**	**33.3**	**11.4**	**17.2**	**19.0**	**28.0**	**220.7**	**3,804,955**	**819,214**	**310,936**	**426,289**	**161,686**	**809,029**	**114,002**
Cumberland	189.1	.0785	33.0	13.0	16.8	20.0	26.7	70.5	1,559,369	342,659	126,075	159,208	73,508	277,233	49,855
• Carlisle	19.6	.0081	32.4	19.0	16.1	16.0	29.8	7.8	374,186	115,083	26,900	39,920	9,819	50,956	11,931
Dauphin	237.6	.0987	33.6	10.8	17.7	18.3	29.2	94.8	1,488,244	314,316	139,640	185,106	57,436	325,596	46,933
• Harrisburg	52.2	.0217	32.9	10.6	17.4	15.0	31.3	22.7	389,144	77,209	42,379	33,947	13,271	96,400	11,740
Lebanon	112.6	.0468	33.7	10.4	16.3	19.0	28.9	41.1	636,585	134,313	38,254	78,108	27,249	167,082	13,932
• Lebanon	26.6	.0110	34.9	10.9	15.4	16.4	33.4	11.0	219,901	41,646	15,181	18,364	12,013	47,200	8,733
Perry	39.5	.0164	31.7	9.9	18.2	19.0	25.0	14.3	120,757	27,926	6,967	3,867	3,493	39,118	3,282
SUBURBAN TOTAL	480.4	.1996	33.3	11.1	17.4	19.7	27.3	179.2	2,821,724	585,276	226,476	334,058	126,583	614,473	81,598

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*SMM Survey of Buying Power, 1985

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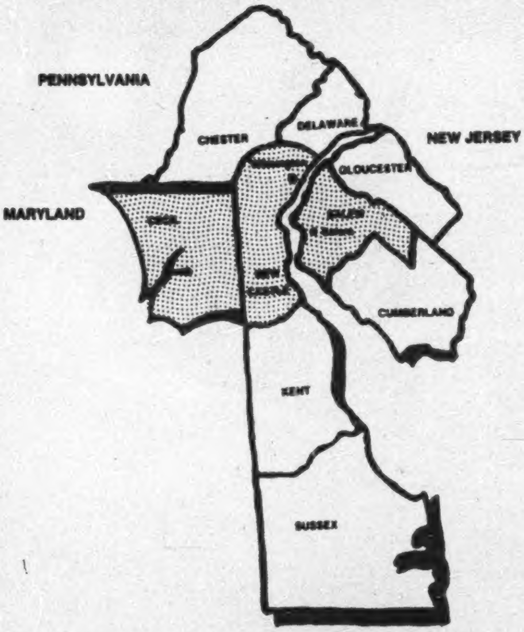
PA. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1985 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
JOHNSTOWN	262.6	.1091	33.8	11.1	15.5	16.5	31.6	95.9	1,032,751	250,994	70,008	127,485	47,276	221,086	33,710
Cambria	179.1	.0744	33.8	11.6	15.2	16.1	32.0	65.2	741,705	183,727	47,946	106,764	30,257	132,310	25,652
• Johnstown	33.4	.0139	37.8	10.7	14.3	14.7	38.1	14.0	228,185	68,066	15,197	14,957	9,617	50,990	9,544
Somerset	83.5	.0347	33.8	10.1	15.9	17.4	30.7	30.7	291,046	67,267	22,062	20,721	17,019	88,776	8,058
SUBURBAN TOTAL	229.2	.0952	33.4	11.2	15.5	16.8	30.7	81.9	804,566	182,928	54,811	112,528	37,659	170,096	24,166
LANCASTER	386.6	.1606	32.0	12.1	16.8	18.6	26.4	138.8	2,189,656	486,418	202,749	229,733	126,891	462,782	64,897
Lancaster	386.6	.1606	32.0	12.1	16.8	18.6	26.4	138.8	2,189,656	486,418	202,749	229,733	126,891	462,782	64,897
• Lancaster	56.9	.0236	30.8	15.3	17.1	14.8	28.0	22.5	501,251	52,790	36,872	137,255	34,336	106,605	8,251
SUBURBAN TOTAL	329.7	.1370	32.2	11.5	16.8	19.3	26.0	116.3	1,688,405	433,628	165,877	92,478	92,555	356,177	56,646
PHILADELPHIA	4,807.8	1.9962	33.1	11.5	16.6	18.8	28.0	1,756.2	28,393,700	5,575,824	2,634,142	3,454,177	1,381,813	6,026,256	951,167
Bucks	515.6	.2140	31.6	10.9	17.6	20.9	23.1	178.9	3,437,324	648,376	247,649	391,930	126,847	992,080	75,920
Bensalem Township	57.6	.0239	29.6	11.5	24.0	18.0	19.1	22.1	521,995	123,294	33,949	134,572	11,515	78,100	10,238
Bristol Township	60.1	.0250	29.8	12.6	17.9	17.8	22.8	19.7	199,435	55,565	14,627	2,115	7,914	47,648	7,088
Chester	341.7	.1419	32.2	11.1	17.5	21.2	23.9	120.6	1,667,370	332,007	142,365	113,296	91,167	437,534	51,955
Delaware	550.6	.2286	34.3	11.9	15.8	17.6	31.3	201.2	3,565,641	738,694	279,130	519,731	157,790	773,163	106,623
Chester	43.9	.0182	31.1	13.0	15.4	14.6	29.4	16.1	155,296	20,699	12,909	2,719	5,225	37,303	5,063
Haverford Township	51.8	.0215	35.7	11.3	15.2	17.5	33.3	17.9	173,983	30,567	16,827	8,226	12,617	47,768	5,070
Upper Darby Township	83.6	.0347	35.5	11.1	17.2	15.7	34.9	34.0	503,033	155,993	33,694	70,680	14,439	73,690	29,781
Montgomery	664.4	.2759	35.0	10.6	16.2	19.8	30.2	244.0	5,456,742	946,085	416,453	891,964	251,856	1,205,476	169,749
Abington Township	59.3	.0246	38.3	9.8	14.3	18.6	35.7	21.8	493,694	47,311	26,187	97,338	15,938	203,754	8,790
Lower Merion Township	60.0	.0249	39.5	11.0	12.9	19.7	36.7	23.0	693,381	115,697	54,620	80,806	37,808	195,335	18,972
• Norristown	34.5	.0143	32.5	12.4	18.5	16.9	28.5	13.0	284,032	87,960	14,453	32,037	5,383	67,235	11,835
Philadelphia	1,638.3	.6803	33.7	12.0	16.3	17.0	30.9	629.9	7,852,678	1,703,411	987,474	713,156	469,488	1,068,671	370,403
• Philadelphia	1,638.3	.6803	33.7	12.0	16.3	17.0	30.9	629.9	7,852,678	1,703,411	987,474	713,156	469,488	1,068,671	370,403
Burlington, N. J.	*392.8*	*.1631*	*30.9*	*12.3*	*17.6*	*20.8*	*22.0*	*131.1*	*2,134,377*	*366,253*	*208,942*	*283,707*	*86,769*	*606,449*	*42,737*
Camden, N. J.	*487.3*	*.2023*	*32.3*	*10.7*	*17.0*	*18.9*	*26.5*	*176.3*	*3,019,272*	*572,064*	*273,365*	*329,388*	*163,787*	*643,174*	*100,270*
• Camden	*82.9*	*.0344*	*27.4*	*11.7*	*14.7*	*15.3*	*23.4*	*28.9*	*195,962*	*46,612*	*25,544*	*7,257*	*4,736*	*6,844*	*16,981*
Cherry Hill Township	*69.9*	*.0290*	*36.0*	*8.8*	*13.2*	*25.0*	*26.8*	*23.4*	*857,250*	*88,748*	*66,762*	*134,511*	*55,679*	*259,287*	*18,825*
Gloucester Township	*49.2*	*.0204*	*29.8*	*11.1*	*21.9*	*19.6*	*19.0*	*17.2*	*112,571*	*41,178*	*9,669*	*6,003*	*1,767*	*4,959*	*3,414*
Gloucester, N. J.	*217.1*	*.0901*	*30.9*	*11.7*	*17.5*	*19.4*	*23.5*	*74.2*	*1,260,296*	*268,934*	*78,764*	*211,005*	*34,109*	*299,709*	*33,510*
SUBURBAN TOTAL	3,052.1	1.2672	32.9	11.2	17.0	19.9	26.5	1,084.4	20,061,028	3,737,841	1,606,671	2,701,727	902,206	4,883,506	551,948
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	*5,801.2*	*2.4088*	*33.0*	*11.6*	*16.7*	*18.9*	*27.7*	*2,108.0*	*34,638,964*	*6,842,074*	*3,145,121*	*4,270,266*	*1,683,150*	*7,352,041*	*1,150,053*
PITTSBURGH	2,180.6	.9054	35.1	11.0	16.1	17.8	32.2	846.2	11,695,825	2,482,273	1,163,278	1,693,203	549,098	2,347,251	383,362
Allegheny	1,404.6	.5832	35.3	11.4	16.4	17.7	32.6	556.6	8,266,075	1,711,210	899,241	1,227,496	391,118	1,772,346	276,492
• McKeesport	28.6	.0119	38.3	10.4	14.7	14.4	38.7	12.1	171,276	40,036	16,173	6,778	9,242	56,356	5,560

Delaware: A Top 100 Market



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Delaware is comprised of New Castle, Kent and Sussex Counties.
Wilmington MSA is shaded area.

- Median household EBI ranks 35 at $30,873 in the top 100 markets, placing the Wilmington, Delaware MSA above such places as Chicago, Denver, Dallas, Atlanta.*
- New Castle County, Delaware is the richest portion of the MSA, with an average household EBI of $34,351.*
- 247,000 New Castle County adults (83%) read The Morning News and/or Evening Journal over a typical 5-day period.**
- 235,000 New Castle County adults (79%) read the Sunday News Journal during a typical month.**
- Detailed market information available from our 1985 Belden Associates survey. Call Eileen Leber, National Advertising Manager, 800-235-9100, ext. 2244.

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PA. (cont.) S&MM ESTIMATES	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Penn Hills Township	55.9	.0232	33.8	10.6	16.9	19.3	28.8	20.2	209,759	84,096	17,396	16,834	5,766	28,603	8,656
• Pittsburgh	400.0	.1661	34.6	14.3	16.7	14.9	34.4	166.3	2,542,760	516,211	370,180	304,676	115,940	494,510	103,615
Fayette	163.5	.0679	34.6	9.8	15.1	16.8	32.6	60.8	668,159	166,426	47,350	101,446	24,006	129,759	26,678
Washington	218.9	.0909	35.1	10.8	15.4	18.3	31.8	81.7	903,090	207,748	74,057	102,737	31,661	235,988	26,829
Westmoreland	393.6	.1634	34.7	10.0	16.0	19.0	30.6	147.1	1,858,501	396,889	142,630	261,524	102,313	409,158	53,363
Hempfield Township	44.3	.0184	32.7	9.5	18.5	20.3	25.4	15.6	283,578	34,589	14,397	94,205	8,344	99,765	2,625
SUBURBAN TOTAL	1,752.0	.7274	35.2	10.2	16.0	18.6	31.6	667.8	8,981,789	1,926,026	776,925	1,381,749	423,916	1,996,385	274,187
PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA	***2,380.5***	***.9884***	***35.0***	***10.9***	***16.1***	***18.0***	***32.1***	***919.6***	***12,543,460***	***2,714,964***	***1,224,293***	***1,850,034***	***585,342***	***2,676,377***	***415,961***
READING	**323.4**	**.1343**	**35.3**	**10.5**	**15.9**	**18.8**	**31.6**	**124.5**	**2,030,255**	**381,145**	**174,013**	**241,465**	**99,781**	**459,063**	**47,423**
Berks	323.4	.1343	35.3	10.5	15.9	18.8	31.6	124.5	2,030,255	381,145	174,013	241,465	99,781	459,063	47,423
• Reading	78.5	.0326	35.6	11.7	14.7	15.3	35.4	33.4	485,840	64,450	51,526	15,246	38,479	126,252	10,482
SUBURBAN TOTAL	244.9	.1017	35.2	10.2	16.3	19.8	30.4	91.1	1,544,415	316,695	122,487	226,219	61,302	332,811	36,941
SCRANTON - WILKES-BARRE	**735.6**	**.3054**	**36.4**	**10.6**	**14.9**	**17.4**	**34.2**	**279.0**	**3,711,056**	**829,596**	**334,122**	**493,531**	**142,256**	**709,293**	**149,649**
Columbia	63.4	.0263	33.2	14.6	15.0	17.5	29.7	23.1	252,914	66,235	24,008	28,501	10,316	48,849	9,103
Lackawanna	223.9	.0929	37.1	10.6	14.4	17.0	35.6	84.7	1,187,720	262,321	101,601	173,646	40,419	226,697	56,278
• Scranton	83.4	.0346	38.4	11.7	13.9	14.9	38.7	33.4	522,369	100,655	42,043	90,601	14,403	121,181	21,859
Luzerne	340.3	.1413	37.7	9.7	14.6	17.5	35.9	130.8	1,714,268	375,595	160,282	231,676	76,990	324,236	65,545
• Hazleton	26.4	.0110	41.6	9.6	12.8	16.4	41.2	10.9	230,381	53,019	16,991	41,781	11,662	50,019	9,532
• Wilkes-Barre	49.8	.0207	38.5	12.3	13.8	15.3	38.4	20.3	421,970	81,003	40,129	108,265	30,492	25,183	13,647
Monroe	79.4	.0330	34.2	11.1	16.6	19.0	29.7	30.4	450,796	98,755	40,478	53,661	11,932	87,910	14,125
Wyoming	28.6	.0119	31.3	9.5	17.6	18.2	25.3	10.0	105,358	26,690	7,753	6,047	2,599	21,601	4,598
SUBURBAN TOTAL	576.0	.2391	35.8	10.3	15.2	18.2	32.9	214.4	2,536,336	594,919	234,959	252,884	85,699	512,910	104,611
SHARON	**128.6**	**.0534**	**34.0**	**11.9**	**15.0**	**17.7**	**30.8**	**47.0**	**574,066**	**126,314**	**52,543**	**82,026**	**25,872**	**144,608**	**15,339**
Mercer	128.6	.0534	34.0	11.9	15.0	17.7	30.8	47.0	574,066	126,314	52,543	82,026	25,872	144,608	15,339
• Sharon	17.0	.0071	35.5	10.9	15.2	15.6	34.9	6.8	99,530	20,227	7,932	7,935	7,237	28,918	2,796
SUBURBAN TOTAL	111.6	.0463	33.8	12.1	14.8	18.1	30.2	40.2	474,536	106,087	44,611	74,091	18,635	115,690	12,543

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PA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
STATE COLLEGE	**115.8**	**.0480**	**26.1**	**28.0**	**17.4**	**15.8**	**18.8**	**39.0**	**561,158**	**111,909**	**59,688**	**59,272**	**27,136**	**107,866**	**18,851**
Centre	115.8	.0480	26.1	28.0	17.4	15.8	18.8	39.0	561,158	111,909	59,688	59,272	27,136	107,866	18,851
• State College	34.6	.0144	22.9	61.2	14.2	6.8	10.2	9.9	329,055	55,543	42,212	50,146	13,641	84,545	9,392
SUBURBAN TOTAL	81.2	.0336	30.7	13.9	18.6	19.7	22.4	29.1	232,103	56,366	17,476	9,126	13,495	23,321	9,459
WILLIAMSPORT	**119.3**	**.0495**	**33.3**	**11.3**	**16.1**	**18.0**	**29.2**	**44.0**	**613,975**	**146,481**	**45,795**	**82,846**	**27,752**	**140,444**	**20,010**
Lycoming	119.3	.0495	33.3	11.3	16.1	18.0	29.2	44.0	613,975	146,481	45,795	82,846	27,752	140,444	20,010
• Williamsport	32.7	.0136	32.1	15.2	15.4	15.0	30.5	12.8	225,339	33,359	14,407	28,481	15,970	55,386	7,628
SUBURBAN TOTAL	86.6	.0359	33.7	9.8	16.4	19.1	28.7	31.2	388,636	113,122	31,388	54,365	11,782	85,058	12,382
YORK	**401.1**	**.1666**	**32.9**	**10.9**	**17.3**	**19.6**	**26.7**	**149.5**	**1,865,776**	**410,599**	**162,676**	**219,162**	**87,049**	**416,336**	**48,792**
Adams	69.2	.0288	31.7	12.7	16.4	18.4	26.2	24.4	220,575	57,531	34,179	6,581	8,573	40,929	5,581
York	331.9	.1378	33.1	10.5	17.5	19.8	26.9	125.1	1,645,201	353,068	128,497	212,581	78,476	375,407	43,211
• York	44.7	.0186	32.6	12.6	17.0	14.9	31.1	18.9	217,685	31,516	22,920	9,092	15,405	59,762	8,521
SUBURBAN TOTAL	356.4	.1480	32.9	10.7	17.3	20.1	26.3	130.6	1,648,091	379,083	139,756	210,070	71,644	356,574	40,271
OTHER COUNTIES															
Armstrong	85.9	.0357	34.8	10.3	15.0	17.4	32.3	32.6	296,496	88,138	21,496	18,080	11,379	67,131	12,999
Bedford	48.3	.0200	33.7	9.8	14.9	19.2	28.9	17.5	199,791	38,791	29,728	3,851	6,732	43,278	6,985
Bradford	65.0	.0270	32.2	9.9	15.7	18.8	26.8	23.5	235,438	56,267	13,869	14,489	7,271	66,606	13,323
Butler	156.3	.0649	31.6	12.3	17.0	18.6	25.6	55.1	652,545	134,979	61,494	84,838	33,330	151,031	20,784
Cameron	6.4	.0027	35.6	9.1	15.0	17.9	32.9	2.7	22,969	7,101	1,288	2,167	387	2,435	1,488
Clarion	45.0	.0187	30.2	17.2	14.3	17.3	25.9	15.2	178,827	36,740	18,012	13,958	5,888	36,703	7,144
Clearfield	84.4	.0351	33.2	10.1	15.4	17.6	29.6	30.7	467,045	100,564	25,593	55,475	21,126	122,436	12,758
Clinton	39.4	.0163	32.8	13.8	14.7	17.8	29.0	14.2	196,581	38,758	10,527	12,610	6,469	40,712	5,987
Crawford	90.2	.0375	32.8	11.0	15.6	17.8	28.8	32.7	372,562	86,362	37,561	38,114	12,256	80,857	9,679
Elk	38.7	.0161	33.2	10.1	14.7	18.0	29.3	13.7	129,173	38,609	6,437	10,002	5,643	31,540	7,060
Forest	4.9	.0020	37.3	8.5	14.0	18.1	34.8	1.9	16,223	4,262	1,742	526	138	2,524	
Franklin	118.6	.0493	33.4	10.3	16.2	19.5	27.9	43.9	480,676	107,934	39,592	54,398	14,620	107,517	19,064
Fulton	13.8	.0057	32.6	9.8	15.5	19.7	26.5	5.2	29,936	9,478	2,914	1,400	586	8,939	1,344
Greene	41.8	.0174	32.7	10.4	16.3	16.2	30.1	15.3	148,855	39,292	8,941	16,931	4,475	41,513	4,756
Huntingdon	43.2	.0179	32.7	11.8	16.4	18.5	27.7	15.1	141,672	38,751	11,914	8,393	3,852	23,059	3,872
Indiana	95.7	.0398	29.7	17.8	15.7	15.9	25.8	32.6	398,901	56,105	32,448	75,092	17,296	105,067	11,097
Jefferson	50.5	.0209	34.0	10.4	14.9	17.5	31.0	19.0	191,488	45,130	10,079	12,061	7,081	41,478	5,922
Juniata	20.6	.0086	33.4	10.0	15.8	19.1	28.2	7.5	59,456	14,141	3,696	3,400	1,430	20,908	1,786
Lawrence	105.9	.0439	34.6	11.3	15.2	17.5	32.0	39.0	432,875	118,995	31,644	45,419	15,777	84,267	15,062
McKean	49.7	.0206	34.7	10.0	14.1	17.3	32.3	18.6	205,376	52,826	16,579	22,900	6,896	48,989	9,295
Mifflin	47.5	.0197	34.2	9.3	15.2	19.0	29.8	17.7	176,024	40,796	14,234	17,582	5,885	27,986	12,589
Montour	17.0	.0071	35.7	10.2	15.2	18.5	32.5	5.9	80,062	13,564	6,511	2,052	2,618	38,121	3,546
Northumberland	100.7	.0418	37.0	9.0	14.6	17.8	34.8	39.8	389,925	97,312	20,001	29,169	18,196	94,123	20,132
Pike	21.7	.0090	40.4	7.2	13.8	18.3	38.8	8.7	56,266	11,979	7,861	999	1,319	8,894	1,333
Potter	18.7	.0078	32.9	9.3	14.8	17.8	29.1	6.8	53,304	15,079	2,876	537	2,312	14,954	2,387
Schuylkill	160.2	.0665	38.5	8.8	14.1	17.1	37.1	62.9	685,777	191,402	46,407	105,992	35,286	105,792	30,951
Snyder	35.9	.0149	31.5	13.3	16.9	18.9	25.2	12.3	274,689	45,192	23,425	61,648	11,664	66,952	4,150
Sullivan	6.4	.0026	35.1	10.7	13.4	16.0	34.2	2.2	23,299	4,411	1,424	4,028	234	4,376	1,076
Susquehanna	40.5	.0168	33.6	9.2	15.2	19.1	28.7	14.5	113,291	26,696	7,804	1,506	3,272	30,804	3,950
Tioga	41.9	.0174	31.7	13.0	14.5	18.6	26.6	14.6	129,249	29,069	10,797	10,239	3,389	29,932	5,037
Union	34.0	.0141	31.0	16.4	17.0	18.8	24.4	10.9	125,645	33,086	18,928	7,308	3,791	21,194	6,237
Venango	65.2	.0271	33.5	9.9	16.6	18.3	29.1	24.0	260,093	57,360	21,933	40,607	11,243	52,060	8,635
Warren	47.3	.0197	34.5	9.4	15.3	18.9	30.3	17.4	465,861	50,702	17,265	26,814	7,183	65,753	8,706
Wayne	39.1	.0162	35.2	8.7	14.8	17.7	32.5	14.5	226,637	48,280	12,951	12,957	12,447	39,248	7,649
TOTAL METRO COUNTIES	**10,131.6**	**4.2069**	**33.9**	**11.4**	**16.2**	**18.3**	**30.0**	**3,804.4**	**56,377,505**	**11,797,478**	**5,185,229**	**7,132,170**	**2,676,074**	**11,836,906**	**1,873,342**
TOTAL STATE	**12,012.0**	**4.9877**	**33.9**	**11.4**	**16.1**	**18.2**	**30.0**	**4,492.6**	**64,294,512**	**13,575,629**	**5,783,200**	**7,947,712**	**2,977,545**	**13,564,089**	**2,160,125**

PA.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ALLENTOWN - BETHLEHEM	**7,973,465**	**25,338**	**22.2**	**30.4**	**18.4**	**12.5**	**.2785**
Carbon	535,526	20,082	28.3	31.8	12.6	5.8	.0177
Lehigh	3,735,104	27,607	20.5	29.1	20.3	15.3	.1364
• Allentown	1,293,721	22,498	23.7	28.0	16.8	10.7	.0499
Northampton	2,557,504	23,510	23.6	31.8	16.8	9.2	.0858
• Bethlehem	795,295	21,852	23.9	28.0	15.8	9.8	.0279
• Easton	231,380	16,434	27.8	27.2	9.1	5.1	.0097
Warren, N. J.	*1,145,331*	*28,040*	*20.2*	*30.2*	*20.1*	*16.3*	*.0386*
SUBURBAN TOTAL	5,653,069	27,054	21.2	31.7	19.8	13.8	.1910
ALTOONA	**1,270,448**	**19,423**	**28.9**	**30.9**	**12.3**	**5.2**	**.0499**
Blair	1,270,448	19,423	28.9	30.9	12.3	5.2	.0499
• Altoona	501,740	18,092	29.0	28.4	11.9	4.7	.0216
SUBURBAN TOTAL	768,708	20,338	28.7	32.7	12.6	5.6	.0283
BEAVER COUNTY	**2,335,053**	**27,057**	**19.6**	**30.8**	**20.6**	**12.0**	**.0765**
Beaver	2,335,053	27,057	19.6	30.8	20.6	12.0	.0765
SUBURBAN TOTAL	2,335,053	27,057	19.6	30.8	20.6	12.0	.0765
ERIE	**3,109,661**	**23,691**	**23.6**	**31.6**	**16.7**	**10.1**	**.1100**
Erie	3,109,661	23,691	23.6	31.6	16.7	10.1	.1100

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
• Erie	1,227,780	20,730	25.3	29.8	14.2	7.7	.0448
Millcreek Township	605,285	28,300	21.5	33.4	20.2	15.2	.0234
SUBURBAN TOTAL	1,881,881	25,994	22.2	33.2	18.7	12.0	.0652
HARRISBURG - LEBANON - CARLISLE	**6,991,737**	**24,935**	**23.1**	**31.8**	**17.9**	**11.9**	**.2548**
Cumberland	2,435,296	27,351	21.1	32.4	19.8	14.6	.0928
• Carlisle	240,139	21,462	26.3	28.6	13.8	11.4	.0140
Dauphin	3,041,551	25,119	22.4	29.9	18.3	13.1	.1060
• Harrisburg	560,486	17,741	27.6	25.1	11.1	8.1	.0227
Lebanon	1,144,956	22,309	26.4	34.2	15.1	6.9	.0435
• Lebanon	259,820	17,586	30.0	28.0	10.5	5.3	.0116
Perry	369,934	21,187	28.9	35.1	13.4	4.7	.0125
SUBURBAN TOTAL	5,931,292	26,452	22.0	33.1	19.4	12.8	.2065
JOHNSTOWN	**2,295,880**	**18,426**	**28.8**	**30.7**	**10.5**	**4.9**	**.0852**
Cambria	1,593,126	18,853	27.9	30.9	11.3	5.1	.0594
• Johnstown	271,586	14,391	29.9	25.5	7.2	2.4	.0125
Somerset	702,754	17,618	30.9	30.2	8.9	4.5	.0258
SUBURBAN TOTAL	2,024,294	19,167	28.6	31.6	11.1	5.3	.0727

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S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
LANCASTER	**4,324,798**	**24,488**	**24.4**	**32.6**	**17.4**	**10.7**	**.1565**
Lancaster	4,324,798	24,488	24.4	32.6	17.4	10.7	.1565
• Lancaster	530,483	17,854	31.6	28.5	11.2	4.3	.0250
SUBURBAN TOTAL	3,794,315	25,891	23.0	33.5	18.6	11.9	.1315
PHILADELPHIA	**59,290,349**	**25,827**	**21.0**	**27.4**	**18.0**	**15.8**	**2.0684**
Bucks	6,475,434	29,761	18.4	30.8	22.4	17.0	.2324
Bensalem Township	690,912	26,151	22.3	32.3	19.7	11.5	.0283
Bristol Township	648,091	27,996	19.6	34.7	22.9	11.1	.0209
Chester	4,860,853	31,390	18.2	27.2	21.0	22.8	.1511
Delaware	7,058,913	27,445	20.9	28.3	19.4	16.8	.2483
Chester	364,729	16,137	26.7	23.0	12.3	5.3	.0135
Haverford Township	724,252	32,667	17.0	27.6	22.4	23.3	.0210
Upper Darby Township	1,044,684	24,001	24.4	30.1	17.0	12.1	.0364
Montgomery	9,905,979	30,584	18.4	29.0	20.4	21.5	.3493
Abington Township	943,330	31,622	17.8	29.3	19.5	24.2	.0324
Lower Merion Township	1,304,652	39,619	14.9	20.5	15.6	39.5	.0432
• Norristown	354,003	20,556	28.6	29.5	14.2	7.8	.0153
Philadelphia	17,056,306	19,450	24.2	25.3	13.6	10.0	.6096
• Philadelphia	17,056,306	19,450	24.2	25.3	13.6	10.0	.6096
Burlington, N. J.	*5,228,687*	*31,254*	*18.2*	*28.7*	*21.9*	*21.1.*	*.1718*
Camden, N. J.	*6,109,008*	*26,451*	*20.9*	*26.6*	*18.0*	*17.4*	*.2145*
• Camden	*582,942*	*13,855*	*28.9*	*21.1*	*8.4*	*4.1*	*.0215*
Cherry Hill Township	*1,189,913*	*42,450*	*12.1*	*19.2*	*23.6*	*37.8*	*.0455*
Gloucester Township	*626,992*	*30,056*	*18.5*	*30.8*	*22.2*	*17.6*	*.0177*

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PA. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Gloucester, N. J.	*2,595,169*	*29,010*	*19.5*	*29.4*	*22.2*	*15.5*	*.0914*
SUBURBAN TOTAL	41,297,098	29,872	18.9	28.8	20.9	19.5	1.4220
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***72,344,316***	***26,197***	***20.9***	***27.3***	***18.2***	***16.3***	***2.5166***
PITTSBURGH	**25,343,955**	**23,136**	**23.1**	**29.3**	**16.3**	**11.0**	**.8850**
Allegheny	17,300,040	23,773	22.5	28.7	16.7	12.3	.6032
• McKeesport	296,160	17,577	25.3	24.6	13.1	7.1	.0114
Penn Hills Township	666,600	27,599	19.6	35.4	21.2	12.4	.0211
• Pittsburgh	4,287,380	17,836	25.8	25.2	11.8	8.1	.1644
Fayette	1,383,580	17,543	26.3	28.9	10.8	4.5	.0526
Washington	2,366,177	23,074	23.8	29.8	16.8	9.8	.0799
Westmoreland	4,294,158	23,444	23.7	32.1	16.6	9.2	.1493
Hempfield Township	502,991	26,749	20.8	35.6	20.4	10.6	.0188
SUBURBAN TOTAL	20,760,415	24,561	22.4	30.6	17.4	11.7	.7092
PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA	***27,679,008***	***23,435***	***22.9***	***29.4***	***16.6***	***11.0***	***.9615***
READING	**3,742,480**	**23,787**	**23.5**	**31.2**	**17.3**	**9.9**	**.1374**
Berks	3,742,480	23,787	23.5	31.2	17.3	9.9	.1374
• Reading	771,106	16,948	27.4	26.4	11.2	5.1	.0307
SUBURBAN TOTAL	2,971,374	26,403	22.1	32.9	19.5	11.7	.1067
SCRANTON - WILKES-BARRE	**7,326,080**	**19,949**	**29.0**	**30.2**	**13.0**	**6.7**	**.2718**
Columbia	621,816	20,706	29.1	31.8	13.2	7.0	.0218
Lackawanna	2,225,529	19,712	28.7	29.1	13.3	6.8	.0838
• Scranton	795,722	17,533	29.3	26.9	11.5	5.2	.0324
Luzerne	3,378,678	19,616	29.3	30.1	12.5	6.5	.1255
• Hazleton	275,312	18,437	30.9	27.6	11.9	6.4	.0121
• Wilkes-Barre	467,326	16,680	29.5	26.2	10.4	4.9	.0216
Monroe	844,291	21,386	28.3	31.6	14.6	7.4	.0314
Wyoming	255,766	20,041	29.7	32.6	12.3	5.3	.0093
SUBURBAN TOTAL	5,787,720	20,703	28.8	31.2	13.6	7.1	.2057
SHARON	**1,298,181**	**22,120**	**24.9**	**32.5**	**15.0**	**7.4**	**.0462**
Mercer	1,298,181	22,120	24.9	32.5	15.0	7.4	.0462
• Sharon	171,170	19,210	25.4	28.1	13.9	6.3	.0066
SUBURBAN TOTAL	1,127,011	22,528	24.8	33.3	15.2	7.6	.0396
STATE COLLEGE	**1,090,378**	**19,944**	**27.4**	**28.3**	**12.8**	**8.7**	**.0411**
Centre	1,090,378	19,944	27.4	28.3	12.8	8.7	.0411
• State College	263,875	13,390	29.3	16.0	8.4	9.4	.0147
SUBURBAN TOTAL	826,503	22,065	26.6	32.5	14.3	8.5	.0264
WILLIAMSPORT	**1,173,715**	**20,525**	**28.2**	**31.3**	**13.3**	**6.8**	**.0440**
Lycoming	1,173,715	20,525	28.2	31.3	13.3	6.8	.0440
• Williamsport	310,490	17,181	30.0	26.7	10.1	5.8	.0131
SUBURBAN TOTAL	863,225	21,927	27.4	33.2	14.6	7.2	.0309

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
YORK	**4,497,236**	**24,355**	**23.4**	**33.4**	**17.5**	**9.3**	**.1537**
Adams	690,326	22,458	26.1	34.4	14.8	7.6	.0229
York	3,806,910	24,795	22.8	33.2	18.0	9.7	.1308
• York	430,750	16,606	28.0	26.5	10.9	4.2	.0161
SUBURBAN TOTAL	4,066,486	25,451	22.7	34.4	18.4	10.1	.1376
OTHER COUNTIES							
Armstrong	817,276	19,891	26.6	31.2	13.2	5.4	.0281
Bedford	415,258	18,042	30.7	29.2	10.2	5.1	.0157
Bradford	599,840	20,024	27.8	31.3	12.4	6.4	.0212
Butler	1,578,372	23,217	24.0	33.7	16.2	8.0	.0551
Cameron	59,522	17,375	32.7	27.7	11.0	3.1	.0021
Clarion	398,691	19,805	27.0	29.1	14.3	6.2	.0146
Clearfield	776,236	19,472	28.7	30.4	12.7	5.5	.0311
Clinton	310,261	17,146	32.8	30.4	7.6	3.1	.0129
Crawford	872,582	20,302	28.3	30.4	13.6	6.7	.0311
Elk	415,179	23,889	24.0	32.9	17.0	9.6	.0135
Forest	41,041	16,639	33.7	28.2	8.8	2.8	.0015
Franklin	1,291,974	23,455	25.6	32.8	17.2	8.7	.0433
Fulton	116,211	17,652	30.8	30.2	9.4	3.3	.0038
Greene	393,659	19,983	25.8	29.4	14.0	6.5	.0138
Huntingdon	346,383	17,524	30.9	29.8	9.5	3.8	.0127
Indiana	871,861	20,338	27.0	30.6	13.7	6.5	.0321
Jefferson	513,343	20,663	26.9	30.7	13.4	7.5	.0175
Juniata	174,352	17,695	33.1	29.2	10.3	3.6	.0061
Lawrence	1,100,519	22,266	23.7	30.8	16.1	8.3	.0377
McKean	494,726	20,529	27.2	30.6	13.5	7.3	.0174
Mifflin	411,705	18,015	28.4	29.5	11.1	4.3	.0151
Montour	180,465	22,793	27.0	31.6	16.0	9.9	.0064
Northumberland	844,643	16,302	32.5	27.9	8.6	2.9	.0317
Pike	220,687	18,896	30.8	28.2	11.6	7.2	.0069
Potter	166,847	19,246	27.9	30.8	12.0	5.3	.0056
Schuylkill	1,461,943	17,698	32.0	29.4	9.8	4.3	.0542
Snyder	330,691	20,724	29.4	34.2	12.3	5.7	.0148
Sullivan	48,375	16,365	35.9	25.9	8.7	3.5	.0019
Susquehanna	363,587	19,407	29.6	30.6	12.4	5.4	.0122
Tioga	340,957	17,836	30.1	29.5	10.2	4.2	.0124
Union	322,081	21,926	27.7	32.7	14.4	8.1	.0112
Venango	643,589	21,410	25.5	33.2	13.4	6.8	.0226
Warren	431,652	19,505	29.9	32.2	11.6	4.8	.0216
Wayne	327,624	16,555	33.9	26.7	9.0	4.2	.0139
TOTAL METRO COUNTIES	**116,985,221**	**23,629**	**23.3**	**29.3**	**16.6**	**11.8**	**4.1427**
TOTAL STATE	**134,667,353**	**22,948**	**24.0**	**29.6**	**16.0**	**10.9**	**4.7845**

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RHODE ISLAND

R.I.
S&MM ESTIMATES

POPULATION—12/31/85 | RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
PROVIDENCE - PAWTUCKET - WOONSOCKET	**885.2**	**.3676**	**33.7**	**12.3**	**16.2**	**17.4**	**30.6**	**323.2**	**5,079,236**	**1,101,248**	**501,621**	**610,182**	**199,664**	**874,145**	**212,531**
Bristol	46.5	.0193	34.7	12.1	14.6	18.9	30.6	15.5	177,695	43,865	20,458	6,078	3,048	41,144	7,284
Kent	161.4	.0670	33.5	10.4	17.1	19.0	28.4	57.7	1,160,481	196,166	94,717	285,276	40,603	209,772	40,135
Warwick	89.2	.0370	34.8	10.1	16.3	18.6	31.1	32.2	835,258	113,001	62,163	277,842	31,885	120,337	21,321
Providence	575.5	.2390	34.4	12.4	15.8	16.7	32.4	214.9	3,054,687	707,243	312,849	280,597	131,123	505,908	147,144
Cranston	72.5	.0301	38.0	10.4	15.5	17.4	36.4	26.8	397,733	87,606	41,991	18,391	19,317	63,056	29,466
East Providence	51.6	.0214	36.0	10.8	15.4	17.2	34.1	19.2	337,730	73,736	28,298	19,921	17,323	88,828	16,970
• Pawtucket	72.7	.0302	35.7	11.5	15.4	16.0	34.8	29.2	404,376	90,081	25,298	54,207	13,483	61,422	18,590
• Providence	154.4	.0641	32.3	16.5	16.4	14.4	31.2	60.3	797,395	166,861	97,737	73,237	48,276	131,443	27,809
• Woonsocket	44.9	.0186	33.7	10.8	15.7	15.4	32.5	17.2	280,836	63,761	20,615	34,712	12,202	53,027	12,672
Washington	101.8	.0423	30.5	14.7	18.7	17.8	23.8	35.1	686,373	153,974	73,597	38,231	24,890	117,321	17,968
SUBURBAN TOTAL	613.2	.2547	33.9	11.5	16.3	18.5	29.8	216.5	3,596,629	780,345	357,971	448,026	125,703	628,253	153,460
OTHER COUNTIES															
Newport	84.3	.0350	31.7	12.8	18.9	18.4	25.2	29.8	562,456	89,315	94,052	36,349	15,863	145,323	18,183
TOTAL METRO COUNTIES	**885.2**	**.3676**	**33.7**	**12.3**	**16.2**	**17.4**	**30.6**	**323.2**	**5,079,236**	**1,101,248**	**501,621**	**610,182**	**199,664**	**874,145**	**212,531**
TOTAL STATE	**969.5**	**.4026**	**33.5**	**12.4**	**16.4**	**17.5**	**30.1**	**353.0**	**5,641,692**	**1,190,563**	**595,673**	**646,531**	**215,527**	**1,019,468**	**230,714**

R.I.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
PROVIDENCE - PAWTUCKET - WOONSOCKET	**10,563,394**	**24,614**	**22.0**	**28.2**	**17.0**	**14.2**	**.3714**
Bristol	559,579	26,601	21.6	29.8	16.3	17.6	.0177
Kent	2,059,074	28,529	18.8	30.2	20.4	16.7	.0751
Warwick	1,164,738	29,123	18.2	30.4	20.5	17.4	.0462
Providence	6,685,938	22,845	23.1	27.1	16.0	12.8	.2329
Cranston	943,655	26,844	20.9	28.7	18.5	16.3	.0314
East Providence	626,304	25,908	22.2	29.3	19.2	13.5	.0227
• Pawtucket	818,242	21,361	24.6	28.4	14.9	9.7	.0293
• Providence	1,648,301	17,596	26.6	23.7	11.3	9.6	.0594
• Woonsocket	462,474	20,014	24.3	26.9	14.2	9.0	.0180
Washington	1,258,803	27,632	21.0	30.5	18.5	17.0	.0457
SUBURBAN TOTAL	7,634,377	27,558	20.2	29.5	19.2	16.5	.2647
OTHER COUNTIES							
Newport	1,124,596	27,929	20.1	27.4	19.2	18.8	.0392
TOTAL METRO COUNTIES	**10,563,394**	**24,614**	**22.0**	**28.2**	**17.0**	**14.2**	**.3714**
TOTAL STATE	**11,687,990**	**24,872**	**21.9**	**28.2**	**17.2**	**14.6**	**.4106**

SOUTH CAROLINA

S.C.
S&MM ESTIMATES

POPULATION—12/31/85 | RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANDERSON	**145.3**	**.0603**	**32.6**	**10.6**	**16.6**	**20.2**	**25.9**	**54.1**	**684,842**	**159,466**	**51,068**	**77,097**	**37,160**	**156,025**	**26,385**
Anderson	145.3	.0603	32.6	10.6	16.6	20.2	25.9	54.1	684,842	159,466	51,068	77,097	37,160	156,025	26,385
• Anderson	28.3	.0118	34.4	12.4	14.7	16.1	33.0	11.3	424,938	81,531	35,369	53,429	19,469	95,706	16,598
SUBURBAN TOTAL	117.0	.0485	32.3	10.1	17.2	21.2	24.1	42.8	259,904	77,935	15,699	23,668	17,691	60,319	9,787
CHARLESTON	**490.2**	**.2036**	**27.9**	**16.0**	**19.5**	**18.1**	**18.1**	**165.6**	**2,517,907**	**549,279**	**252,453**	**273,383**	**134,572**	**679,748**	**61,467**
Berkeley	122.1	.0507	26.9	13.0	19.9	19.4	14.6	40.4	249,486	73,975	19,585	20,832	9,367	60,987	9,954
Charleston	291.3	.1210	28.1	18.6	19.3	16.7	20.0	99.4	1,997,128	391,023	213,986	235,072	115,430	547,327	39,184
• Charleston	67.0	.0278	30.6	18.1	17.4	15.0	27.3	25.5	917,921	159,637	109,169	95,687	49,310	296,612	14,779
North Charleston	67.5	.0280	24.2	30.2	21.3	13.2	11.9	20.3	554,992	104,370	66,057	85,155	40,969	150,653	6,068
Dorchester	76.8	.0319	28.8	10.9	19.3	21.3	16.8	25.8	271,293	84,281	18,882	17,479	9,775	71,434	12,329
SUBURBAN TOTAL	423.2	.1758	27.6	15.7	19.8	18.6	16.7	140.1	1,599,986	389,642	143,284	177,696	85,262	383,136	46,688
CHARLOTTE - GASTONIA - ROCK HILL	**1,049.0**	**.4357**	**31.8**	**11.5**	**18.1**	**20.1**	**24.0**	**387.6**	**6,611,375**	**1,500,788**	**536,856**	**663,578**	**334,183**	**1,749,710**	**199,331**
York	119.2	.0495	30.5	12.2	17.6	19.8	22.4	41.5	629,016	178,777	57,381	48,359	26,110	152,521	24,228
• Rock Hill	39.2	.0163	29.3	16.5	16.9	15.9	24.5	13.8	381,789	95,848	38,065	43,173	18,843	63,646	15,547
Cabarrus, N. C.	*93.3*	*.0388*	*33.9*	*10.2*	*16.2*	*20.3*	*27.9*	*34.2*	*544,825*	*125,405*	*35,375*	*60,139*	*27,257*	*154,100*	*17,572*
• Kannapolis	*32.8*	*.0136*	*35.2*	*10.5*	*14.8*	*17.9*	*32.4*	*12.7*	*212,750*	*47,961*	*13,445*	*41,124*	*12,401*	*42,494*	*6,874*
Gaston, N. C.	*169.5*	*.0704*	*32.1*	*10.6*	*17.1*	*19.9*	*25.2*	*60.9*	*873,530*	*226,124*	*66,175*	*130,659*	*30,457*	*200,226*	*36,414*
• Gastonia	*51.4*	*.0213*	*33.4*	*10.1*	*16.6*	*18.4*	*28.9*	*19.3*	*581,070*	*123,870*	*41,229*	*113,304*	*21,632*	*145,046*	*21,968*
Lincoln, N. C.	*47.0*	*.0195*	*32.3*	*10.0*	*17.4*	*21.1*	*24.3*	*17.1*	*165,346*	*44,983*	*12,219*	*14,166*	*6,316*	*39,060*	*8,276*
Mecklenburg, N. C.	*438.1*	*.1819*	*31.2*	*12.2*	*19.8*	*20.4*	*22.0*	*168.5*	*3,469,542*	*616,288*	*313,907*	*336,320*	*213,495*	*988,570*	*85,139*
• Charlotte	*340.4*	*.1413*	*31.0*	*12.1*	*20.5*	*19.5*	*22.3*	*134.0*	*3,073,437*	*476,681*	*278,285*	*305,955*	*195,387*	*949,575*	*75,256*
Rowan, N. C.	*103.0*	*.0428*	*34.7*	*10.9*	*15.8*	*18.9*	*30.6*	*38.9*	*596,579*	*221,416*	*33,742*	*35,436*	*20,869*	*127,252*	*18,526*
Union, N. C.	*78.9*	*.0328*	*30.6*	*11.3*	*17.2*	*20.6*	*21.8*	*26.5*	*332,537*	*87,795*	*18,057*	*38,499*	*9,679*	*87,981*	*9,176*
SUBURBAN TOTAL	585.2	.2432	32.1	10.9	17.1	21.1	24.1	207.8	2,362,329	756,428	165,832	160,022	85,920	548,949	79,686
COLUMBIA	**443.2**	**.1841**	**29.2**	**15.6**	**20.2**	**18.7**	**19.5**	**157.6**	**2,406,219**	**441,243**	**234,950**	**311,621**	**110,418**	**585,703**	**65,275**
Lexington	161.5	.0671	30.4	11.1	19.4	21.9	19.1	59.1	673,910	189,465	67,263	38,698	21,320	140,682	25,416

S.C. (cont.)

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Richland	281.7	.1170	28.5	18.2	20.7	16.8	19.8	98.5	1,732,309	251,778	167,687	272,923	89,098	445,021	39,859
• Columbia	98.7	.0410	27.5	26.1	19.4	12.7	22.7	32.7	809,479	144,037	80,862	80,309	50,146	212,246	24,369
SUBURBAN TOTAL	344.5	.1431	29.6	12.6	20.5	20.4	18.6	124.9	1,596,740	297,206	154,088	231,312	60,272	373,457	40,906
FLORENCE	**118.3**	**.0491**	**30.0**	**11.1**	**18.0**	**19.1**	**21.9**	**41.2**	**704,313**	**140,070**	**47,810**	**89,448**	**30,879**	**174,292**	**22,899**
Florence	118.3	.0491	30.0	11.1	18.0	19.1	21.9	41.2	704,313	140,070	47,810	89,448	30,879	174,292	22,899
• Florence	32.4	.0135	30.9	10.8	18.4	17.3	25.2	12.1	472,510	87,016	38,869	67,695	21,459	126,460	15,999
SUBURBAN TOTAL	85.9	.0356	29.6	11.2	17.8	19.8	20.6	29.1	231,803	53,054	8,941	21,753	9,420	47,832	6,900
GREENVILLE - SPARTANBURG	**609.1**	**.2528**	**31.6**	**12.7**	**17.6**	**19.9**	**24.0**	**226.1**	**3,454,645**	**752,484**	**290,731**	**413,492**	**181,008**	**773,875**	**108,339**
Greenville	308.3	.1280	31.6	12.2	18.0	20.0	23.9	116.6	2,022,702	392,821	166,533	282,497	119,825	459,513	52,542
• Greenville	58.3	.0242	32.1	15.4	17.3	15.4	29.6	23.9	991,800	123,470	77,413	197,598	-74,483	280,336	21,053
Pickens	86.9	.0360	29.2	18.7	16.5	18.7	21.7	30.2	336,096	78,648	36,873	27,366	11,012	75,615	16,100
Spartanburg	213.9	.0888	32.4	10.9	17.4	20.1	25.4	79.3	1,095,847	281,015	87,325	103,629	50,171	238,747	39,697
• Spartanburg	45.0	.0187	32.4	13.1	17.1	16.4	29.2	17.6	567,443	100,310	47,545	60,512	28,168	153,276	24,012
SUBURBAN TOTAL	505.8	.2099	31.4	12.3	17.6	20.7	23.0	184.6	1,895,402	528,704	165,773	155,382	78,357	340,263	63,274
OTHER COUNTIES															
Abbeville	23.6	.0098	32.1	11.7	15.6	17.7	27.8	8.6	51,050	22,812	3,704	4,690	963	6,583	3,744
☐ Aiken	115.0	.0477	31.5	10.7	16.7	19.5	24.7	43.1	510,007	130,594	34,411	59,509	11,668	114,210	24,489
Allendale	11.2	.0047	30.1	10.0	16.8	15.7	26.0	3.8	30,077	12,234	1,131	171	1,121	7,453	714
Bamberg	18.3	.0076	29.2	13.9	15.2	15.9	25.2	6.1	49,023	17,591	3,548	3,207	2,792	7,407	3,307
Barnwell	21.0	.0087	29.9	10.3	16.7	17.0	24.5	7.3	58,964	25,231	3,505	2,206	2,696	9,459	3,446
Beaufort	81.2	.0337	25.2	24.0	17.7	13.2	19.5	26.6	537,408	119,481	66,633	25,746	46,577	119,414	10,209
Calhoun	13.0	.0054	30.7	11.0	16.2	17.1	25.9	4.4	20,117	6,971	428	211	774	5,360	703
Cherokee	42.4	.0176	31.7	10.1	16.7	19.4	25.1	14.9	175,823	53,166	14,970	21,120	6,599	25,579	7,762
Chester	31.3	.0130	32.1	10.2	15.6	18.1	27.4	10.8	111,263	35,597	8,251	8,443	3,360	23,283	7,251
Chesterfield	39.6	.0164	31.0	10.2	16.8	18.5	24.8	14.4	133,667	37,329	6,620	10,953	5,503	23,176	7,507
Clarendon	28.6	.0119	29.6	11.5	16.1	16.2	25.1	9.6	86,774	15,762	5,512	4,350	3,478	22,869	3,759
Colleton	34.5	.0143	31.0	10.2	16.2	17.9	25.6	12.0	146,751	36,317	12,033	8,686	11,040	17,178	7,272
Darlington	65.8	.0274	30.0	10.6	17.4	18.3	23.0	22.7	237,012	50,344	15,205	18,670	8,035	65,638	12,626
Dillon	32.0	.0132	28.2	11.1	15.8	16.3	23.0	10.3	148,424	31,742	13,587	10,543	7,503	25,549	6,169
Edgefield	17.9	.0075	30.4	10.7	17.0	17.7	24.5	6.0	53,234	12,135	1,383	642	1,786	26,599	1,335
Fairfield	20.8	.0086	30.5	10.9	15.9	16.3	26.6	6.7	51,002	14,751	2,943	4,618	1,381	9,066	3,271
Georgetown	47.8	.0199	29.2	10.8	17.0	17.1	23.1	16.3	277,007	72,839	33,261	16,393	15,825	72,032	7,236
Greenwood	61.0	.0253	32.5	11.0	16.6	19.2	26.7	22.6	353,550	75,500	25,300	40,563	17,185	63,232	13,521
Hampton	19.1	.0079	30.3	9.9	16.3	16.7	25.7	6.8	79,505	21,974	2,616	4,010	3,204	17,957	2,825
Horry	126.9	.0527	30.6	12.2	17.7	18.9	23.3	47.6	1,116,400	231,242	170,237	106,406	83,623	227,057	29,363
Jasper	15.9	.0066	29.0	10.7	15.5	17.2	23.5	5.4	76,076	13,478	6,177	1,098	4,351	8,554	1,460
Kershaw	42.3	.0176	31.3	10.3	16.9	19.2	24.5	15.5	213,606	49,601	14,460	20,664	7,672	61,499	7,816
Lancaster	57.1	.0237	31.3	10.6	17.1	19.7	23.9	20.1	218,317	57,464	14,346	20,316	21,252	31,943	8,156
Laurens	53.8	.0223	32.5	11.2	16.3	19.2	26.8	18.4	187,189	55,544	8,190	21,039	5,667	44,607	9,521
Lee	18.9	.0079	28.4	12.0	15.7	16.2	23.4	5.9	52,308	11,104	3,086	2,482	3,166	14,514	198
McCormick	7.8	.0032	30.3	11.2	15.6	16.5	26.1	2.5	11,524	4,348	576	687	711	1,263	989
Marion	35.4	.0147	29.5	10.5	16.9	16.6	24.2	11.9	125,077	36,294	6,639	8,228	6,347	24,557	8,774
Marlboro	32.7	.0136	29.5	10.7	15.6	17.0	24.4	10.6	86,890	29,037	5,659	5,000	[illegible]	20,732	3,802
Newberry	32.1	.0133	34.3	11.1	14.9	17.9	31.0	12.2	137,325	36,832	9,026	13,635	8,187	28,482	5,503
Oconee	52.2	.0217	32.6	10.4	16.7	20.8	25.3	20.2	197,267	48,859	12,363	13,743	8,726	52,551	9,553
Orangeburg	88.6	.0368	29.3	13.5	15.9	16.8	24.2	29.9	351,158	65,468	26,237	29,448	18,153	86,780	13,726
Saluda	17.2	.0072	32.8	10.1	15.1	18.3	28.3	6.0	46,821	15,608	1,427	1,624	2,597	9,831	2,300
Sumter	94.7	.0393	27.9	13.9	17.5	18.2	19.4	31.4	437,215	78,973	27,366	37,683	18,743	116,461	9,711
Union	31.3	.0130	33.0	10.5	16.2	19.0	27.7	11.2	125,961	38,832	7,623	9,616	5,120	17,154	8,635
Williamsburg	40.0	.0166	28.4	10.8	16.2	15.6	23.7	12.8	113,037	33,153	4,268	5,725	7,509	27,080	4,360
TOTAL METRO COUNTIES	**2,040.3**	**.8471**	**30.0**	**13.7**	**18.5**	**19.1**	**21.6**	**729.2**	**10,906,949**	**2,351,913**	**968,804**	**1,272,909**	**531,815**	**2,636,374**	**333,082**
TOTAL STATE	**3,396.3**	**1.4102**	**30.1**	**13.1**	**17.7**	**18.6**	**22.6**	**1,200.7**	**17,003,771**	**3,819,526**	**1,507,114**	**1,755,525**	**876,358**	**3,957,273**	**559,606**

S.C.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ANDERSON	**1,371,360**	**20,596**	**26.4**	**32.0**	**13.2**	**6.3**	**.0513**
Anderson	1,371,360	20,596	26.4	32.0	13.2	6.3	.0513
• Anderson	264,183	16,699	29.0	25.3	9.3	6.8	.0162
SUBURBAN TOTAL	1,107,177	21,588	25.7	33.8	14.2	6.2	.0351
CHARLESTON	**4,468,168**	**20,158**	**27.8**	**29.0**	**13.8**	**7.6**	**.1746**
Berkeley	1,028,084	20,838	28.6	31.9	14.5	5.7	.0339
Charleston	2,776,172	19,577	27.9	26.8	13.4	8.8	.1167
• Charleston	678,657	17,671	26.5	23.6	11.0	10.2	.0374
North Charleston	605,630	16,992	34.3	26.6	10.1	3.9	.0284
Dorchester	663,912	21,328	26.3	32.3	14.7	6.2	.0240
SUBURBAN TOTAL	3,789,511	20,572	28.0	30.0	14.4	7.1	.1372
CHARLOTTE - GASTONIA - ROCK HILL	**11,727,909**	**23,623**	**24.5**	**31.8**	**16.8**	**10.8**	**.4390**
York	1,249,549	24,384	23.0	31.4	17.8	10.9	.0458
• Rock Hill	369,633	20,752	26.6	29.3	14.8	7.7	.0181
Cabarrus, N. C.	*1,020,917*	*23,874*	*24.3*	*31.6*	*17.4*	*9.9*	*.0378*
• Kannapolis	*339,865*	*21,539*	*27.0*	*32.4*	*14.5*	*6.9*	*.0134*
Gaston, N. C.	*1,778,539*	*23,221*	*24.7*	*32.6*	*16.4*	*9.1*	*.0645*

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
• Gastonia	*556,091*	*21,367*	*25.9*	*28.6*	*13.8*	*10.8*	*.0267*
Lincoln, N. C.	*486,473*	*23,123*	*24.8*	*34.6*	*16.0*	*8.3*	*.0162*
Mecklenburg, N. C.	*5,365,151*	*24,319*	*24.1*	*29.0*	*17.4*	*13.1*	*.2068*
• Charlotte	*4,141,940*	*23,195*	*25.2*	*28.9*	*15.9*	*12.6*	*.1683*
Rowan, N. C.	*1,081,495*	*22,021*	*26.5*	*33.4*	*14.6*	*7.4*	*.0407*
Union, N. C.	*745,785*	*22,256*	*25.6*	*33.1*	*15.1*	*7.5*	*.0272*
SUBURBAN TOTAL	6,320,380	24,422	23.6	32.5	17.9	10.1	.2125
COLUMBIA	**4,920,637**	**23,483**	**25.0**	**29.1**	**16.8**	**11.9**	**.1765**
Lexington	1,782,589	24,929	23.9	30.7	19.2	10.9	.0598
Richland	3,138,048	22,629	25.7	28.0	15.4	12.5	.1167
• Columbia	1,010,070	18,035	28.9	23.4	11.3	10.7	.0437
SUBURBAN TOTAL	3,910,567	24,984	24.0	30.5	18.2	12.3	.1328
FLORENCE	**985,445**	**18,157**	**28.3**	**27.4**	**11.2**	**6.4**	**.0426**
Florence	985,445	18,157	28.3	27.4	11.2	6.4	.0426
• Florence	307,171	18,661	27.8	27.0	11.4	8.2	.0183
SUBURBAN TOTAL	678,274	17,956	28.4	27.6	11.2	5.6	.0243

Are you looking for a market with 600,000 population? Greenville/Spartanburg has more than 600,000 people, as many people today as the Columbia MSA will have by the year 2010. Greenville's metro area has as much population today as Charleston's MSA will have in the year 1995. So you don't have to wait 10 or even 24 years to find the South Carolina market that has 600,000 population. Greenville/Spartanburg is here today.

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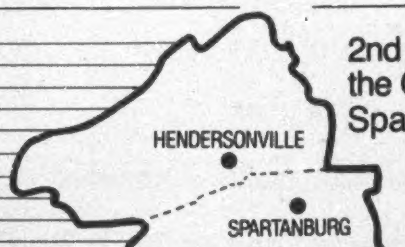
source: SC Division of Research and Statistical Services, 1985. Based on MSA definitions from OMB, June 27, 1983.

S.C. (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
GREENVILLE - SPARTANBURG	**5,850,765**	**20,019**	**27.3**	**30.0**	**12.9**	**7.1**	**.2290**
Greenville	2,914,696	19,363	28.1	29.9	11.9	6.7	.1210
• Greenville	557,802	15,325	30.2	22.5	7.9	7.2	.0361
Pickens	855,931	22,047	25.9	31.9	14.9	8.3	.0297
Spartanburg	2,080,138	20,204	26.6	29.5	13.6	7.4	.0783
• Spartanburg	438,522	17,218	27.7	23.9	10.8	8.3	.0238
SUBURBAN TOTAL	4,854,441	20,940	26.8	31.7	13.7	7.0	.1691
OTHER COUNTIES							
Abbeville	197,224	18,528	27.5	30.3	11.2	4.3	.0066
☐ Aiken	1,201,736	22,152	24.3	29.5	16.1	9.5	.0419
Allendale	67,377	12,021	28.6	20.0	5.9	3.3	.0028
Bamberg	129,448	14,888	31.0	23.5	9.0	4.2	.0049
Barnwell	159,154	16,034	29.6	24.0	10.9	4.5	.0058
Beaufort	920,432	22,194	26.1	28.5	13.4	13.6	.0348
Calhoun	88,039	15,398	29.4	24.9	8.9	3.8	.0030
Cherokee	333,562	18,200	29.2	30.4	10.1	4.3	.0133
Chester	244,759	17,953	28.5	28.8	11.9	4.4	.0093
Chesterfield	295,476	15,573	31.8	24.9	8.2	3.8	.0115
Clarendon	184,972	14,368	30.9	23.1	7.3	3.6	.0075
Colleton	230,609	14,518	31.2	23.8	7.4	3.3	.0101
Darlington	304,990	16,818	27.6	25.3	11.5	5.3	.0196
Dillon	208,610	14,798	30.3	24.3	7.3	4.6	.0096
Edgefield	113,344	13,952	28.6	23.9	7.9	2.8	.0047
Fairfield	140,488	16,712	27.1	27.9	10.2	3.7	.0053
Georgetown	337,475	15,905	27.3	27.0	8.2	4.5	.0160
Greenwood	557,950	18,998	28.2	28.2	12.9	6.4	.0228
Hampton	131,294	13,389	27.7	22.1	6.1	4.9	.0056
Horry	1,272,706	19,799	29.4	28.7	11.9	8.9	.0572
Jasper	113,374	15,436	27.5	23.1	10.2	4.9	.0050
Kershaw	393,939	19,892	25.3	29.0	13.2	7.5	.0152
Lancaster	531,880	21,921	25.5	32.7	14.8	7.3	.0189
Laurens	473,863	20,856	26.1	32.3	13.7	6.2	.0170
Lee	113,961	14,510	30.7	23.7	7.5	2.8	.0046
McCormick	57,969	18,077	26.0	27.2	12.8	5.8	.0020
Marion	238,691	14,879	31.7	24.1	7.9	3.8	.0098
Marlboro	216,027	15,536	29.3	27.1	7.4	3.7	.0085
Newberry	308,469	20,041	25.0	30.5	12.9	6.7	.0111
Oconee	477,199	18,711	28.4	30.9	10.8	4.9	.0171
Orangeburg	639,699	15,164	28.1	23.3	9.8	4.9	.0263
Saluda	130,367	17,116	27.7	28.9	9.3	3.8	.0049
Sumter	747,677	17,499	30.2	26.6	11.2	5.7	.0307
Union	244,512	18,313	29.3	32.2	10.0	2.9	.0096
Williamsburg	252,573	15,707	31.3	26.6	7.1	3.3	.0103
TOTAL METRO COUNTIES	**20,047,660**	**21,027**	**26.5**	**29.7**	**14.3**	**8.5**	**.7617**
TOTAL STATE	**31,105,769**	**19,640**	**27.3**	**28.7**	**12.9**	**7.5**	**1.2031**



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TURN TO LANDON FOR RESULTS
(SEE PAGE B-20)

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Greenville County
Spartanburg County
Pickens County
GREENVILLE
SPARTANBURG

Source: Sales & Marketing Management, 1986 Survey of Buying Power.

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Total retail sales	**$3.5-Billion**	#1
Food sales	**$752-Million**	#1
General merchandise	**$413-Million**	#1
Auto sales	**$774-Million**	#1

TURN TO
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(SEE PAGE B-26)

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S.D.
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
RAPID CITY	**76.3**	**.0317**	**28.4**	**15.3**	**19.0**	**17.4**	**20.1**	**28.7**	**614,484**	**107,525**	**51,128**	**91,282**	**30,021**	**159,328**	**15,247**
Pennington	76.3	.0317	28.4	15.3	19.0	17.4	20.1	28.7	614,484	107,525	51,128	91,282	30,021	159,328	15,247
• Rapid City	52.0	.0216	29.2	15.9	18.5	17.3	21.9	19.5	559,857	100,449	44,767	89,175	26,815	155,577	13,664
SUBURBAN TOTAL	24.3	.0101	26.9	14.1	19.8	17.6	16.4	9.2	54,627	7,076	6,361	2,107	3,206	3,751	1,583
SIOUX FALLS	**122.2**	**.0508**	**30.3**	**13.4**	**18.7**	**17.2**	**24.1**	**47.3**	**892,817**	**142,625**	**70,148**	**124,634**	**43,202**	**235,812**	**39,772**
Minnehaha	122.2	.0508	30.3	13.4	18.7	17.2	24.1	47.3	892,817	142,625	70,148	124,634	43,202	235,812	39,772
• Sioux Falls	91.9	.0382	30.5	14.8	18.8	16.6	24.9	36.8	806,663	133,393	66,154	121,829	35,736	221,552	38,322
SUBURBAN TOTAL	30.3	.0126	29.8	9.3	18.3	18.8	21.6	10.5	86,154	9,232	3,994	2,805	7,466	14,260	1,450
OTHER COUNTIES															
Aurora	3.4	.0014	36.9	7.9	12.1	16.4	35.7	1.1	6,831	1,327	922	253	205	2,123	
Beadle	18.0	.0075	34.1	10.6	15.4	16.7	31.9	7.3	111,968	20,410	9,544	10,228	6,128	26,555	2,259
Bennett	3.3	.0014	28.8	9.5	15.2	16.2	24.3	1.0	20,525	4,796	762	249	217	8,273	160
Bon Homme	8.1	.0033	35.8	12.6	12.2	14.7	36.1	3.1	32,953	9,247	2,104	241	498	6,280	724
Brookings	25.7	.0107	25.9	26.9	15.5	13.2	22.7	8.8	131,489	36,827	12,417	8,131	4,083	23,781	3,996
Brown	37.6	.0156	30.8	14.2	16.3	16.3	26.9	14.4	253,239	43,698	22,834	30,584	12,384	67,040	9,046
Brule	5.2	.0022	33.8	8.2	14.3	16.7	31.6	2.0	37,746	2,954	2,077	146	322	14,986	2,228
Buffalo	1.8	.0007	21.7	11.8	12.8	15.9	15.8	.4	2,418	1,204					
Butte	8.5	.0035	32.7	9.5	16.2	16.6	29.7	3.3	50,014	10,714	3,640	2,931	355	17,534	1,399
Campbell	2.1	.0009	40.3	7.1	11.5	19.0	37.5	.8	9,671	1,529	482		110	5,232	
Charles Mix	9.8	.0041	33.0	8.6	12.8	16.8	30.6	3.3	36,941	11,472	2,851	290	1,073	7,754	783
Clark	4.9	.0020	39.1	7.3	12.8	16.2	38.2	1.9	14,337	1,709	1,152		440	5,130	1,279
Clay	13.6	.0057	24.7	31.0	15.9	12.6	20.1	4.9	44,434	9,926	6,512	1,896	1,362	9,885	2,153
Codington	22.2	.0092	31.6	12.0	15.8	16.1	28.6	8.4	164,586	34,840	9,140	12,744	7,007	35,401	5,619
Corson	5.1	.0021	25.8	11.9	13.2	16.8	21.0	1.5	6,562	1,961	686	938	144	162	204
Custer	6.9	.0029	32.6	8.9	17.9	19.1	26.7	2.6	24,256	6,855	3,081	650	220	3,148	975
Davison	18.3	.0076	32.1	13.1	15.2	15.3	30.3	7.4	144,923	23,812	17,210	12,840	6,821	30,126	1,628
Day	8.0	.0033	37.9	7.7	12.8	14.7	38.2	3.0	26,647	5,184	1,760	1,279	583	7,275	981
Deuel	5.2	.0021	36.7	8.4	12.4	16.6	35.3	1.9	13,073	2,110	1,269	904	502	4,804	254
Dewey	5.8	.0024	25.4	11.3	13.8	15.8	20.9	1.5	19,184	6,417	1,879	2,062	492	1,440	1,303
Douglas	4.2	.0018	35.6	9.3	11.5	16.1	34.5	1.4	10,077	2,697	1,080	253	375	2,366	177
Edmunds	5.2	.0021	37.9	6.8	11.6	16.7	36.6	1.8	23,790	4,184	1,059		1,143	8,447	544
Fall River	8.8	.0037	36.2	8.1	15.0	16.0	35.4	3.4	34,215	9,278	3,044	1,114	1,130	1,759	1,449
Faulk	3.0	.0012	38.1	6.9	12.3	17.5	36.1	1.2	7,800	1,221	515	1,775	138	647	238
Grant	9.3	.0039	33.2	8.8	14.4	16.1	31.3	3.3	43,542	6,071	2,319	631	2,577	17,035	1,621
Gregory	5.8	.0024	36.6	8.5	13.1	15.7	36.0	2.1	26,026	6,483	1,880	635	1,128	7,544	849
Haakon	3.0	.0013	29.8	10.3	15.9	15.3	26.4	1.0	18,619	2,421	1,254	1,181	392	8,678	1,344
Hamlin	5.3	.0022	39.3	7.1	11.6	14.5	39.8	1.9	16,516	2,618	1,351		195	397	455
Hand	4.6	.0019	37.0	7.7	13.1	17.2	35.1	1.8	20,993	6,840	1,434	1,866	446	3,049	2,412
Hanson	3.4	.0014	33.9	8.3	12.0	17.3	31.4	1.1	4,161	771	417		383	442	
Harding	1.9	.0008	32.2	10.2	16.3	16.8	28.6	.6	4,297	592	708			136	175
Hughes	15.3	.0063	30.7	9.4	19.3	19.0	22.7	6.0	96,879	18,179	6,093	8,425	3,699	31,577	2,673
Hutchinson	9.0	.0038	40.5	7.0	12.3	15.9	40.0	3.4	36,338	8,756	2,316	1,166	456	4,912	7,297
Hyde	2.0	.0008	37.8	7.8	11.3	17.3	35.8	.8	7,333	2,091	80		191	1,703	163
Jackson	4.1	.0017	27.9	8.9	14.4	17.0	22.9	1.2	16,140	1,708	810		136	257	
Jerauld	2.9	.0012	38.3	6.8	13.0	16.4	37.6	1.1	15,281	3,679	698	755		6,024	611

S.D. (cont.)

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Jones	1.5	.0006	34.8	7.7	14.2	18.1	31.6	.6	19,312	3,433	630		646	6,284	
Kingsbury	5.4	.0027	40.7	7.8	12.1	15.8	40.2	2.6	21,370	6,484	1,879	881	1,528	1,948	1,029
Lake	10.9	.0045	33.2	14.3	13.9	14.0	33.5	4.1	48,515	5,457	4,142	1,961	2,033	22,953	1,475
Lawrence	19.1	.0079	30.5	15.4	16.4	15.1	27.5	7.6	87,496	23,931	10,771	3,615	2,324	22,923	2,122
Lincoln	15.1	.0063	32.6	8.9	15.9	16.9	29.3	5.1	33,806	10,241	2,953	873	2,225	2,922	1,369
Lyman	4.0	.0017	30.0	9.6	14.2	16.6	26.3	1.3	17,218	8,781	1,508			136	920
McCook	6.2	.0025	37.0	7.7	12.2	15.7	36.5	2.3	22,588	2,696	1,425	565	186	7,097	252
McPherson	3.7	.0016	42.6	7.1	11.1	16.8	41.7	1.5	9,438	2,116	1,028	203	303	576	559
Marshall	5.1	.0021	38.1	7.2	12.2	18.0	35.9	2.0	16,250	3,207	1,441	653	455	3,417	593
Meade	22.6	.0094	27.7	13.5	20.0	17.0	18.4	7.5	54,410	11,252	5,046	1,757	330	16,983	2,177
Mellette	2.4	.0010	28.0	10.8	13.8	16.3	24.1	.7	806	151	35	378			54
Miner	3.5	.0014	42.1	7.4	11.4	13.2	43.0	1.4	11,978	1,658	1,507	365	86	1,633	359
Moody	6.9	.0028	34.6	7.9	14.1	16.6	32.9	2.4	11,097	2,532	1,054	561	120	2,557	205
Perkins	4.9	.0021	35.5	9.2	14.1	17.3	33.2	1.8	21,712	5,682	885	837	138	3,951	895
Potter	3.6	.0014	36.3	7.1	13.1	17.0	34.6	1.3	15,009	3,453	763	156	146	3,448	646
Roberts	11.0	.0046	34.4	8.0	12.6	15.9	33.3	3.8	35,108	5,400	3,671	5,613	899	7,020	1,089
Sanborn	3.1	.0013	38.1	8.9	13.0	16.1	36.9	1.2	7,438	859	693		112	2,651	
Shannon	12.4	.0052	20.8	12.6	15.1	13.8	13.4	2.4	8,144	3,796	641		76	153	
Spink	8.9	.0036	35.8	9.5	14.4	17.2	33.7	3.3	33,988	7,527	3,352	703	358	10,381	932
Stanley	2.5	.0011	29.5	10.5	17.9	18.3	21.8	.9	11,527	6,145	1,645				
Sully	1.9	.0008	32.9	9.2	13.9	20.4	26.8	.7	16,286	1,029	897			11,593	226
Todd	7.9	.0033	23.0	10.8	17.0	14.8	15.1	2.0	16,329	6,569	393	1,467		991	
Tripp	7.1	.0029	33.7	9.3	13.3	16.9	31.5	2.7	42,679	7,966	1,696	4,796	1,885	12,962	617
Turner	9.2	.0038	39.7	7.3	13.4	16.0	39.1	3.5	21,152	4,082	1,673	397	260	6,366	1,016
Union	11.4	.0048	32.3	9.3	16.3	15.7	29.8	4.2	24,432	6,190	2,526	112	699	2,203	324
Walworth	6.5	.0027	36.2	8.2	13.7	17.3	34.2	2.7	49,142	7,995	3,826	3,456	1,225	13,487	1,968
Yankton	19.2	.0079	32.0	12.9	16.3	16.7	28.3	7.1	172,486	34,633	9,966	18,802	5,004	26,911	5,095
Ziebach	2.5	.0011	23.5	10.9	12.9	16.6	18.1	.6	2,524	933	212			118	199
TOTAL METRO COUNTIES	**198.5**	**.0825**	**29.6**	**14.2**	**18.7**	**17.3**	**22.6**	**76.0**	**1,307,201**	**250,150**	**121,276**	**215,916**	**73,223**	**395,140**	**55,019**
TOTAL STATE	**719.3**	**.2987**	**31.1**	**12.4**	**16.1**	**16.4**	**27.4**	**264.0**	**3,873,345**	**748,929**	**312,914**	**368,234**	**149,596**	**958,706**	**134,139**

S.D.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
RAPID CITY	**919,500**	**22,058**	**27.5**	**27.6**	**14.8**	**12.3**	**.0359**
Pennington	919,500	22,058	27.5	27.6	14.8	12.3	.0359
• Rapid City	638,001	23,113	25.2	28.1	15.2	13.3	.0278
SUBURBAN TOTAL	281,499	20,211	32.5	26.7	13.8	10.1	.0081
SIOUX FALLS	**1,630,842**	**25,517**	**23.1**	**29.0**	**19.1**	**12.9**	**.0584**
Minnehaha	1,630,842	25,517	23.1	29.0	19.1	12.9	.0584
• Sioux Falls	1,275,341	25,077	23.6	28.0	18.7	13.2	.0477
SUBURBAN TOTAL	355,501	26,915	21.4	32.0	20.5	11.9	.0107
OTHER COUNTIES							
Aurora	19,861	12,426	34.8	18.8	4.9	2.4	.0007
Beadle	196,822	19,078	25.3	26.5	13.9	7.6	.0074
Bennett	16,624	11,026	30.9	15.5	5.8	2.5	.0011
Bon Homme	60,332	13,421	29.5	24.0	5.1	2.8	.0024
Brookings	257,448	20,014	26.5	27.7	13.4	9.0	.0096
Brown	424,433	20,776	27.2	28.7	14.6	8.5	.0162
Brule	42,361	15,551	32.7	22.6	9.8	3.1	.0019
Buffalo	6,604	11,895	35.5	17.8	5.5	.5	.0003
Butte	87,277	18,627	28.1	30.0	9.5	7.1	.0034
Campbell	11,689	10,200	31.9	14.7	2.4	1.9	.0005
Charles Mix	61,305	12,823	31.7	20.1	5.9	2.5	.0028
Clark	39,152	14,367	29.6	23.9	7.0	3.8	.0014
Clay	152,365	18,667	29.0	21.3	14.2	11.3	.0048
Codington	248,593	20,892	27.0	28.6	13.4	10.1	.0098
Corson	25,496	10,660	25.9	16.0	7.9	2.5	.0010
Custer	74,716	21,810	26.3	31.8	16.4	6.2	.0025
Davison	193,196	18,299	28.1	27.5	13.0	5.4	.0081
Day	69,629	15,840	31.4	24.8	8.5	5.6	.0024
Deuel	42,379	15,154	29.3	23.2	9.2	5.1	.0014
Dewey	34,172	15,095	29.1	23.6	8.9	4.7	.0016
Douglas	24,349	12,434	34.1	17.7	5.3	1.7	.0010
Edmunds	31,484	11,776	31.3	20.0	4.0	2.6	.0015
Fall River	108,601	22,119	21.6	28.2	15.7	10.5	.0034
Faulk	22,566	12,778	31.2	19.1	6.9	2.9	.0009
Grant	90,892	20,176	27.8	29.8	12.8	7.8	.0033
Gregory	34,151	10,573	30.7	14.8	3.8	3.2	.0016
Haakon	20,696	14,829	35.5	24.4	5.5	3.8	.0011
Hamlin	45,978	16,254	32.0	23.5	10.2	6.2	.0015
Hand	35,320	12,542	27.8	20.8	6.2	4.3	.0015

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
Hanson	20,904	13,341	32.3	22.7	5.5	2.9	.0008
Harding	11,968	14,318	34.0	22.6	7.0	2.7	.0005
Hughes	218,064	27,287	21.1	30.0	19.4	16.5	.0072
Hutchinson	68,080	13,267	30.8	21.2	6.3	4.0	.0027
Hyde	20,345	18,607	25.3	27.3	10.4	8.1	.0007
Jackson	28,355	15,588	29.9	26.4	7.7	4.3	.0012
Jerauld	18,263	11,489	35.3	16.7	2.1	2.7	.0009
Jones	14,543	17,889	29.5	29.0	9.8	5.7	.0008
Kingsbury	60,851	16,329	31.8	24.7	10.8	4.2	.0020
Lake	113,728	19,398	27.1	26.9	12.9	8.7	.0041
Lawrence	227,690	21,635	24.8	28.8	14.1	10.7	.0075
Lincoln	157,820	22,800	22.9	29.6	16.0	10.5	.0048
Lyman	31,900	16,289	29.2	23.6	9.6	6.2	.0013
McCook	56,214	16,873	29.3	26.4	10.7	5.6	.0019
McPherson	24,782	11,224	31.0	18.2	4.4	1.9	.0010
Marshall	46,434	14,859	31.5	22.7	8.3	5.5	.0016
Meade	226,608	20,906	28.8	31.8	12.8	7.9	.0072
Mellette	10,901	10,767	30.7	16.0	5.6	1.0	.0003
Miner	26,846	12,156	28.1	18.2	6.9	3.9	.0010
Moody	58,544	16,714	32.1	24.1	10.8	5.8	.0020
Perkins	39,878	14,690	29.6	23.0	8.8	5.2	.0016
Potter	27,663	15,410	30.2	25.1	8.5	3.2	.0011
Roberts	82,632	14,347	31.2	20.6	9.2	4.6	.0031
Sanborn	20,940	11,410	27.2	18.4	6.8	2.4	.0009
Shannon	51,557	14,054	26.8	25.1	6.6	4.0	.0021
Spink	79,057	16,753	28.1	25.9	9.5	6.0	.0029
Stanley	25,341	20,083	29.2	31.6	11.6	7.0	.0009
Sully	16,985	16,895	30.2	24.2	11.4	6.1	.0008
Todd	38,184	12,923	28.2	23.2	6.1	2.3	.0017
Tripp	60,837	14,526	31.2	20.9	8.9	6.2	.0026
Turner	75,207	14,730	29.6	24.9	7.3	4.2	.0025
Union	113,808	20,076	28.1	30.6	13.0	6.6	.0035
Walworth	63,450	16,632	29.6	26.6	9.9	4.8	.0027
Yankton	221,085	21,591	27.4	30.0	14.5	9.7	.0093
Ziebach	11,126	12,583	36.1	15.0	4.8	5.2	.0005
TOTAL METRO COUNTIES	**2,550,342**	**24,145**	**24.8**	**28.5**	**17.4**	**12.7**	**.0943**
TOTAL STATE	**7,299,433**	**19,261**	**27.1**	**26.6**	**13.1**	**8.6**	**.2781**

TENNESSEE

TENN.
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking. Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
CHATTANOOGA	**433.7**	**.1800**	**32.2**	**11.2**	**17.3**	**19.7**	**25.5**	**160.9**	**2,529,888**	**598,820**	**199,775**	**327,876**	**128,964**	**569,813**	**64,816**
Hamilton	289.9	.1204	32.3	11.7	17.7	19.2	26.1	110.2	1,947,542	384,044	167,595	278,913	105,327	481,808	49,348
• Chattanooga	167.5	.0696	32.6	12.3	16.9	17.6	28.4	65.2	1,585,540	278,749	120,598	245,644	75,367	454,180	36,685
Marion	25.4	.0105	32.2	10.1	16.1	20.4	25.2	9.2	92,247	22,214	5,010	9,473	3,655	19,866	4,426
Sequatchie	9.0	.0037	31.3	10.1	16.9	20.2	23.6	3.2	32,431	14,993	1,454	1,640	595	5,858	1,000
Catoosa, Ga.	*40.1*	*.0166*	*31.4*	*9.9*	*18.0*	*22.2*	*21.4*	*14.0*	*212,541*	*79,559*	*17,609*	*28,345*	*11,497*	*34,083*	*4,725*
Dade, Ga.	*12.9*	*.0054*	*30.2*	*12.2*	*17.2*	*20.2*	*21.6*	*4.2*	*38,476*	*14,838*	*2,413*	*1,108*	*1,379*	*3,285*	*438*
Walker, Ga.	*56.4*	*.0234*	*32.9*	*9.9*	*16.1*	*20.2*	*26.4*	*20.1*	*206,651*	*83,172*	*5,693*	*8,397*	*6,511*	*24,913*	*4,879*
SUBURBAN TOTAL	266.2	.1104	32.0	10.5	17.6	21.1	23.6	95.7	944,348	320,071	79,177	82,232	53,597	115,633	28,131
CLARKSVILLE - HOPKINSVILLE	**154.4**	**.0641**	**27.6**	**17.4**	**18.5**	**17.2**	**19.0**	**51.1**	**739,575**	**140,484**	**64,678**	**106,962**	**28,072**	**214,055**	**25,293**
Montgomery	87.0	.0361	27.9	17.4	19.0	18.1	18.4	30.0	450,957	86,120	43,874	76,722	17,787	132,480	13,309
• Clarksville	58.2	.0242	26.6	20.4	19.3	17.3	16.4	20.1	425,674	71,907	39,838	75,911	16,956	131,214	12,939
Christian, Ky.	*67.4*	*.0280*	*27.1*	*17.5*	*18.0*	*16.0*	*19.8*	*21.1*	*288,618*	*54,364*	*20,804*	*30,240*	*10,285*	*81,375*	*11,984*
• *Hopkinsville*	*27.6*	*.0115*	*33.1*	*9.4*	*15.8*	*19.0*	*28.1*	*10.5*	*220,352*	*44,546*	*15,192*	*19,977*	*8,005*	*63,215*	*10,264*
SUBURBAN TOTAL	68.6	.0284	26.6	18.1	18.9	16.5	17.6	20.5	93,549	24,031	9,648	11,074	3,111	19,626	2,090
JACKSON	**77.1**	**.0320**	**31.8**	**12.1**	**16.8**	**17.1**	**27.6**	**28.9**	**594,908**	**96,938**	**44,751**	**130,997**	**24,472**	**116,683**	**18,114**
Madison	77.1	.0320	31.8	12.1	16.8	17.1	27.6	28.9	594,908	96,938	44,751	130,997	24,472	116,683	18,114
• Jackson	51.5	.0214	31.7	13.7	16.6	15.8	28.7	19.9	561,224	92,909	42,263	128,901	20,220	114,674	17,916
SUBURBAN TOTAL	25.6	.0106	32.2	8.8	17.2	19.9	25.3	9.0	33,684	4,029	2,488	2,096	4,252	2,009	198
JOHNSON CITY - KINGSPORT - BRISTOL	**449.0**	**.1863**	**33.6**	**10.7**	**16.5**	**20.7**	**27.0**	**166.2**	**2,372,652**	**520,719**	**179,654**	**336,528**	**100,300**	**637,438**	**83,529**
Carter	51.4	.0213	33.8	11.0	16.2	20.1	27.9	19.6	138,238	39,800	11,235	20,177	6,414	24,704	7,889
Hawkins	46.7	.0194	32.8	9.4	17.4	21.3	24.9	16.9	129,983	43,749	6,993	10,832	2,247	28,133	7,702
Sullivan	147.9	.0614	34.1	9.6	16.8	21.9	26.5	56.9	1,030,678	182,916	77,719	153,948	41.761	325,694	37,385
• Bristol	24.0	.0100	36.4	10.6	15.6	19.7	32.2	9.9	294,908	60,397	22,847	21,084	14,567	119,069	11,743
• Kingsport	32.2	.0134	37.8	9.0	14.5	20.0	34.0	13.5	659,665	107,734	50,645	124,824	21,953	185,972	25,004
Unicoi	16.9	.0070	35.4	9.6	15.4	20.1	30.5	6.4	39,316	10,199	4,933	6,413	1,778	7,934	1,563
Washington	92.9	.0385	32.2	13.3	17.3	19.3	25.9	34.0	576,346	138,510	47,407	89,673	26,229	135,911	19,018
• Johnson City	44.7	.0186	33.6	16.6	14.4	17.5	30.5	16.5	514,916	124,763	43,126	88,749	23,920	122,141	16,570
Bristol city, Va.	*18.5*	*.0076*	*36.0*	*11.3*	*14.8*	*18.5*	*32.8*	*7.3*	*215,424*	*32,942*	*14,955*	*43,337*	*9,123*	*55,176*	*4,217*
• *Bristol*	*18.5*	*.0076*	*36.0*	*11.3*	*14.8*	*18.5*	*32.8*	*7.3*	*215,424*	*32,942*	*14,955*	*43,337*	*9,123*	*55,176*	*4,217*
Scott, Va.	*25.1*	*.0105*	*35.1*	*9.5*	*15.1*	*20.5*	*29.7*	*8.6*	*108,381*	*30,393*	*3,512*	*1,731*	*3,265*	*38,167*	*2,660*
Washington, Va.	*49.6*	*.0206*	*33.2*	*10.7*	*16.3*	*20.7*	*26.4*	*16.5*	*134,286*	*42,210*	*12,900*	*10,417*	*9,483*	*21,719*	*3,095*
SUBURBAN TOTAL	329.6	.1367	32.9	10.0	17.4	21.4	25.0	119.0	687,739	194,883	48,081	58,534	30,737	155,080	25,995
KNOXVILLE	**599.0**	**.2488**	**32.6**	**12.3**	**17.7**	**19.6**	**26.2**	**229.9**	**4,163,316**	**867,071**	**454,722**	**530,037**	**210,816**	**894,653**	**124,265**
Anderson	70.5	.0292	34.1	9.6	16.7	20.4	28.0	27.0	387,967	94,435	22,353	57,544	14,987	113,383	10,873
• Oak Ridge	28.2	.0117	36.6	8.8	15.5	21.5	30.9	11.7	236,198	55,841	12,952	47,605	12,047	59,272	6,140
Blount	83.2	.0346	33.5	10.3	17.6	20.2	27.1	31.2	523,243	105,989	31,555	64,426	22,521	210,074	14,949
Grainger	17.3	.0072	32.7	10.0	16.1	20.4	26.0	6.2	21,383	4,360	1,840	824	1,024	5,595	1,080
Jefferson	35.0	.0145	33.1	12.5	15.4	21.2	25.9	12.5	91,752	30,910	6,829	8,396	3,410	7,938	6,516
Knox	331.4	.1376	32.0	14.0	18.2	18.8	25.8	130.2	2,768,119	538,742	328,108	381,145	156,196	523,407	81,433
• Knoxville	175.3	.0728	31.9	17.4	17.8	14.9	29.5	73.3	2,166,433	351,332	279,951	343,995	133,025	431,084	64,763
Sevier	48.9	.0204	33.2	9.9	17.2	21.5	25.5	18.1	351,768	87,457	63,542	16,073	12,392	29,722	9,197
Union	12.7	.0053	31.5	11.1	16.5	20.8	23.4	4.7	19,084	5,178	495	1,629	286	4,534	217
SUBURBAN TOTAL	395.5	.1643	32.7	10.3	17.8	21.6	24.3	144.9	1,760,685	459,898	161,819	138,437	65,744	404,297	53,362
MEMPHIS	**932.8**	**.3872**	**29.9**	**12.7**	**18.4**	**18.1**	**22.4**	**332.1**	**6,100,527**	**1,176,124**	**472,153**	**848,154**	**329,378**	**1,455,904**	**228,534**
Shelby	787.0	.3267	29.9	13.2	18.8	17.8	22.7	283.9	5,447,378	1,024,319	436,504	792,621	313,911	1,321,518	210,247
• Memphis	651.7	.2706	30.5	13.0	18.3	17.0	24.7	241.2	4,757,791	841,510	390,600	668,085	286,352	1,219,674	191,235
Tipton	35.0	.0145	30.8	10.7	15.1	19.0	24.6	11.8	101,643	24,736	5,164	14,226	2,461	24,379	2,689
Crittenden, Ark.	*49.9*	*.0207*	*28.5*	*10.9*	*15.5*	*17.6*	*22.3*	*16.5*	*377,390*	*61,894*	*20,715*	*26,646*	*9,913*	*73,284*	*10,375*
• *West Memphis*	*27.7*	*.0115*	*29.0*	*11.2*	*17.0*	*18.7*	*21.1*	*9.6*	*287,840*	*49,429*	*18,608*	*25,257*	*7,664*	*68,321*	*8,980*
De Soto, Miss.	*60.9*	*.0253*	*29.4*	*9.5*	*17.1*	*22.6*	*17.8*	*19.9*	*174,116*	*65,175*	*9,770*	*14,661*	*3,093*	*36,723*	*5,223*
SUBURBAN TOTAL	253.4	.1051	28.4	12.1	19.3	20.8	16.5	81.3	1,054,896	285,185	62,945	154,812	35,362	167,909	28,319

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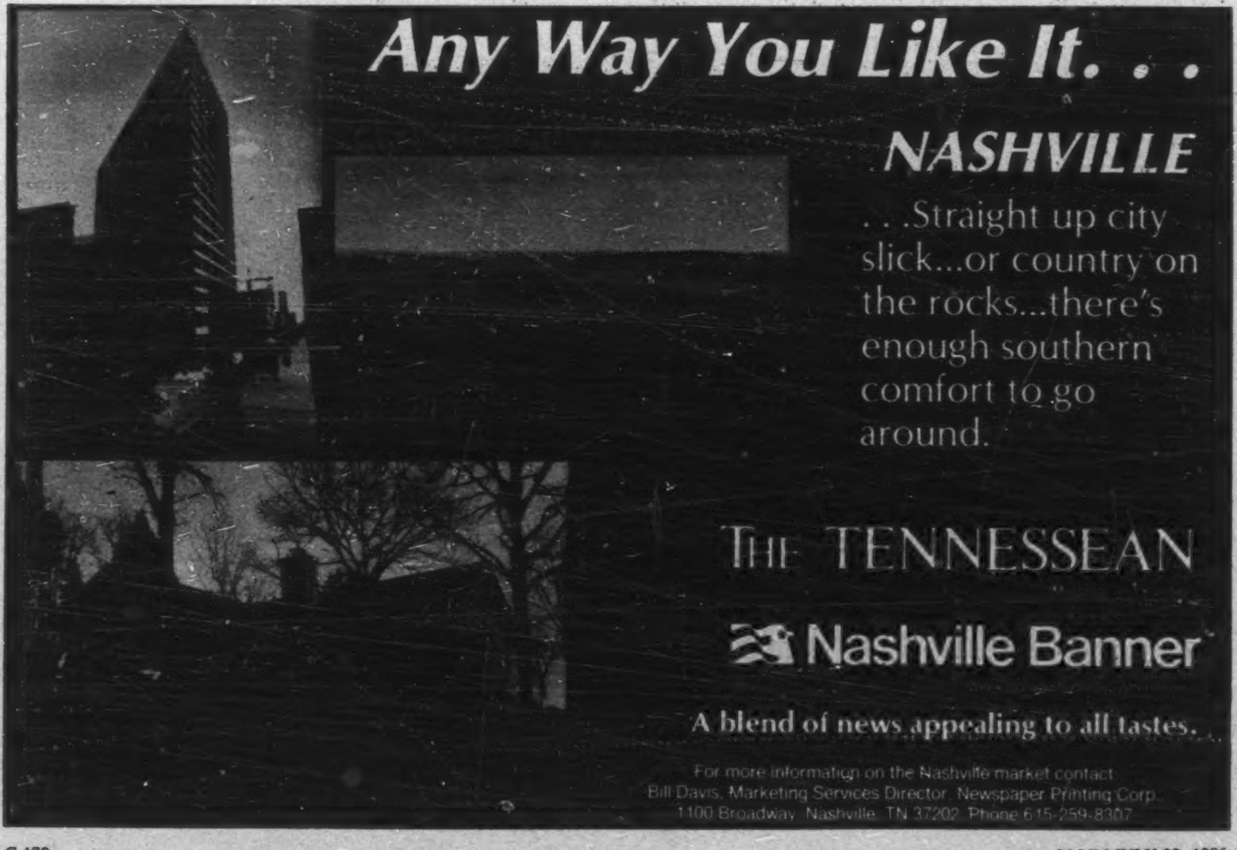
ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
NASHVILLE	**910.7**	**.3781**	**31.7**	**12.2**	**18.4**	**19.9**	**24.0**	**336.8**	**5,686,318**	**1,092,263**	**535,594**	**824,735**	**265,396**	**1,373,993**	**171,147**
Cheatham	23.9	.0107	30.9	9.7	17.9	22.0	20.7	8.6	61,444	16,566	2,471	1,809	1,023	13,151	2,264
Davidson	482.5	.2003	31.9	13.6	19.2	18.4	25.6	189.8	4,033,801	683,652	422,915	662,956	202,679	968,806	113,951
• Nashville-Davidson	461.2	.1915	31.7	13.8	19.6	18.2	25.3	182.0	3,842,548	652,622	407,314	598,477	195,540	964,018	105,255
Dickson	33.3	.0139	33.1	9.8	15.6	20.1	26.9	12.0	141,857	31,895	8,815	20,073	7,616	34,426	4,067
Robertson	40.2	.0167	32.5	10.3	15.9	19.4	26.7	13.9	132,542	32,802	6,820	11,686	5,723	31,179	5,266
Rutherford	97.0	.0403	29.3	15.7	18.1	19.2	20.5	33.7	455,323	108,345	36,167	52,625	20,985	92,788	15,646
• Murfreesboro	37.6	.0156	27.8	23.8	16.5	16.5	21.6	13.7	351,360	68,823	30,214	40,085	17,236	80,858	11,795
Sumner	96.3	.0400	31.4	9.5	18.0	22.2	21.2	32.8	345,483	86,861	22,367	34,217	12,164	89,897	14,874
Williamson	71.1	.0295	32.2	8.3	17.5	24.4	20.8	23.6	298,517	76,821	21,484	21,829	9,171	99,790	9,272
Wilson	64.4	.0267	32.3	9.0	17.7	22.4	22.9	22.4	217,351	55,321	14,555	19,540	6,235	43,956	5,807
SUBURBAN TOTAL	411.9	.1710	32.0	9.4	17.5	22.0	22.7	141.1	1,492,410	370,818	98,066	186,173	52,820	329,117	54,097
OTHER COUNTIES															
Bedford	28.9	.0120	34.7	9.5	14.8	18.8	30.7	10.7	113,247	26,257	6,750	8,538	5,836	27,403	5,579
Benton	15.5	.0065	36.7	8.6	14.6	18.9	33.4	6.1	57,317	21,272	3,277	7,878	1,571	9,835	949
Bledsoe	9.8	.0040	30.3	13.8	15.4	18.6	24.0	3.3	17,916	4,364	456	563	764	5,153	1,439
Bradley	72.9	.0303	30.8	12.2	17.3	21.1	21.6	25.9	360,685	84,051	27,810	43,648	12,550	93,094	13,552
Campbell	36.9	.0153	33.1	9.3	15.4	19.0	28.1	13.4	144,639	36,630	12,630	12,199	5,308	35,461	6,081
Cannon	10.9	.0045	35.0	9.6	15.1	20.7	29.2	4.0	29,863	10,355	1,200	1,646	1,622	5,839	1,943
Carroll	29.0	.0121	35.7	9.4	14.5	18.6	32.4	10.8	115,338	30,483	5,419	13,742	6,986	28,866	5,777
Chester	13.5	.0057	31.4	16.3	14.5	17.4	27.3	4.7	37,798	8,575	2,266	2,119	2,828	13,069	1,407
Claiborne	26.6	.0110	31.6	11.0	16.9	19.4	24.9	9.3	72,468	21,288	6,262	7,569	6,845	6,977	2,728
Clay	8.1	.0034	34.7	9.7	15.0	19.4	30.2	3.1	13,060	4,636	1,206	330	283	1,192	305
Cocke	29.7	.0123	32.7	10.3	16.5	21.0	25.2	11.1	109,964	25,477	8,839	13,941	6,556	19,448	3,754
Coffee	40.1	.0166	33.6	10.0	15.5	21.1	26.7	15.0	257,002	48,657	19,126	48,127	11,036	58,045	9,777
Crockett	14.6	.0061	34.8	9.7	14.2	17.9	31.8	5.2	40,541	10,777	1,531	1,788	1,851	13,545	1,555
Cumberland	33.2	.0138	33.2	9.6	15.6	19.1	28.1	11.9	162,393	32,961	13,244	18,781	3,524	39,817	7,054
Decatur	11.0	.0046	36.5	8.7	14.4	18.7	33.4	4.4	39,373	8,443	1,504	4,346	1,085	12,047	1,065
De Kalb	14.3	.0059	34.7	9.0	15.7	18.9	30.7	5.5	47,804	14,418	2,626	4,992	2,143	11,028	2,191
Dyer	34.8	.0144	33.2	10.0	16.1	18.3	28.7	13.1	166,602	30,070	10,517	18,799	10,072	44,139	6,016
Fayette	25.7	.0107	29.9	10.8	14.2	16.6	26.1	8.0	41,629	14,789	2,208	5,780	1,025	8,384	1,445
Fentress	15.6	.0065	32.3	9.4	15.9	19.3	26.5	5.5	56,541	13,126	2,655	3,634	1,840	4,956	2,945
Franklin	33.5	.0139	32.8	11.8	15.2	19.7	27.0	11.8	116,914	27,337	7,657	14,866	3,788	28,010	4,705
Gibson	49.2	.0204	35.7	9.2	14.6	18.0	32.9	18.8	208,971	53,350	10,040	28,402	6,644	56,845	11,531
Giles	24.9	.0103	35.2	9.8	14.5	18.7	31.6	9.3	114,516	22,806	6,295	12,922	6,445	18,743	6,277
Greene	57.2	.0238	34.0	9.8	16.6	21.5	26.8	20.8	285,388	65,858	18,016	31,841	11,366	63,279	10,614
Grundy	14.4	.0060	30.9	10.3	15.2	19.2	24.6	4.9	40,734	8,684	2,897	1,247	1,056	3,969	2,224



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POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Hamblen	57.6	.0239	32.3	10.2	17.2	21.5	22.9	21.1	317,456	76,191	21,146	40,138	9,313	80,120	8,978
Hancock	6.8	.0028	33.7	10.3	14.3	18.8	29.4	2.3	12,165	2,974	1,544	75	976	1,464	509
Hardeman	24.0	.0099	32.0	9.8	15.0	16.7	28.9	8.0	82,035	23,755	2,788	6,478	2,160	19,405	2,413
Hardin	23.1	.0096	34.2	8.8	15.9	19.7	29.0	8.5	87,994	14,332	5,290	17,667	3,534	23,197	2,937
Haywood	20.2	.0084	30.9	10.5	14.7	15.2	28.7	6.7	69,090	18,602	3,489	6,948	2,974	8,880	3,484
Henderson	22.9	.0095	33.6	9.6	16.1	18.8	28.9	8.6	75,255	13,245	4,804	8,936	4,231	18,645	2,689
Henry	29.7	.0123	36.9	9.3	14.3	17.8	34.7	11.5	140,909	33,991	9,796	19,294	5,846	27,567	6,457
Hickman	15.8	.0066	32.6	12.8	15.9	19.1	27.2	5.4	33,632	12,226	1,174	1,086	992	3,370	2,162
Houston	6.9	.0029	34.4	9.1	15.2	18.9	30.2	2.3	13,492	5,239	581	124	366	877	4,137
Humphreys	16.2	.0067	33.2	9.2	15.8	19.9	27.4	6.1	58,697	17,375	3,615	8,501	1,026	14,768	1,592
Jackson	9.6	.0040	35.5	9.0	15.0	19.4	31.2	3.3	13,972	4,202	1,114	402	1,161	1,358	859
Johnson	14.5	.0060	33.8	9.1	16.0	20.2	27.7	5.3	31,156	12,392	2,433	2,428	792	2,808	2,208
Lake	7.8	.0033	36.2	9.7	13.5	16.0	35.3	2.6	17,105	5,919	2,070	899	360	2,402	1,574
Lauderdale	25.8	.0107	32.3	10.4	15.7	17.3	28.5	9.0	55,504	10,563	2,302	9,625	2,474	12,045	2,373
Lawrence	35.8	.0149	33.4	10.1	14.5	19.5	28.2	12.9	144,169	25,772	6,865	16,456	11,596	37,938	6,843
Lewis	10.8	.0044	30.8	9.5	17.6	17.6	25.0	3.5	29,723	7,862	792	2,585	635	7,504	1,653
Lincoln	27.0	.0113	35.6	9.6	14.2	20.0	30.8	10.1	100,728	31,631	6,050	13,166	3,833	12,962	4,951
Loudon	30.2	.0125	34.8	9.2	16.4	20.3	29.3	11.5	116,958	28,490	7,368	9,494	6,369	34,361	5,088
McMinn	43.8	.0182	33.3	10.0	16.1	20.2	27.0	15.8	234,247	92,104	17,465	19,597	8,284	32,813	9,572
McNairy	24.1	.0100	35.2	9.0	14.9	20.2	30.0	9.2	70,035	17,874	3,472	8,512	2,866	17,060	2,880
Macon	16.3	.0068	34.0	9.4	16.0	19.5	29.0	6.0	42,899	14,453	1,293	3,910	1,520	5,364	2,010
Marshall	20.6	.0086	35.6	9.0	15.0	18.7	32.1	7.7	86,858	22,489	3,948	9,319	4,687	27,384	3,913
Maury	52.9	.0219	33.4	10.4	16.0	19.2	28.2	19.7	232,676	52,445	18,666	33,449	13,350	42,266	11,014
Meigs	7.9	.0033	31.7	9.4	17.3	20.7	23.6	2.7	22,132	8,071	1,157	1,107	1,596	3,483	1,439
Monroe	30.3	.0126	32.3	10.3	15.9	20.0	25.6	10.7	118,926	23,017	10,152	12,030	4,023	27,170	3,715
Moore	4.9	.0021	33.4	9.8	14.8	20.4	27.2	1.7	6,589	3,746	397	304		684	206
Morgan	17.5	.0072	31.5	10.4	18.2	19.6	24.0	5.7	16,939	6,325	800	694	268	4,421	1,054
Obion	34.1	.0142	34.3	9.1	15.7	19.0	29.9	12.9	164,470	34,612	13,812	20,016	4,355	40,248	5,901
Overton	18.5	.0077	34.3	9.0	15.4	20.2	28.7	6.5	52,853	15,594	2,696	5,688	3,832	5,628	3,293
Perry	6.4	.0026	35.9	8.7	14.6	19.7	31.6	2.5	10,883	5,335	763	66	968	832	426
Pickett	4.5	.0019	34.8	9.0	15.4	19.4	30.4	1.6	15,893	3,686	426	743	1,495	4,334	208
Polk	13.9	.0058	32.5	9.2	15.9	20.5	25.6	4.9	30,111	13,101	1,620	3,205	1,162	3,522	1,162
Putnam	50.4	.0209	30.8	17.7	16.3	18.3	24.8	18.4	264,087	67,394	21,974	29,876	9,755	35,114	11,859
Rhea	26.0	.0108	31.3	11.5	16.4	19.0	25.0	9.3	77,496	28,083	5,637	4,886	2,038	14,772	3,420
Roane	50.9	.0211	33.8	9.0	16.4	21.1	27.0	18.4	217,125	60,681	13,630	20,173	8,556	68,808	8,865
Scott	21.0	.0087	29.9	10.2	16.3	18.2	23.5	7.2	62,538	21,260	2,565	9,790	788	9,009	3,420
Smith	15.3	.0064	34.5	10.0	15.7	18.6	30.5	5.7	46,198	12,038	1,692	2,442	8,413	7,251	2,083
Stewart	9.4	.0039	36.8	8.6	14.3	19.7	32.8	3.6	17,521	5,495	1,411	1,508	1,289	4,427	731
Trousdale	6.0	.0025	33.5	10.0	17.8	18.4	28.9	2.4	16,928	7,371	121	509	727	494	999
Van Buren	4.9	.0020	31.1	10.0	18.2	19.1	23.8	1.5	2,924	883	324	60	207	368	
Warren	34.0	.0142	33.2	9.9	16.4	19.6	27.4	12.8	139,288	37,218	9,264	15,334	6,507	26,611	5,264
Wayne	14.4	.0060	32.7	9.9	15.4	19.7	26.9	5.2	34,210	14,794	1,367	754	1,551	4,690	1,705
Weakley	33.8	.0140	32.6	17.2	14.1	16.5	30.1	12.2	118,170	33,513	9,259	13,630	6,183	22,679	5,730
White	20.5	.0086	34.9	8.9	15.7	19.4	30.4	7.6	66,279	13,616	2,897	5,471	1,490	26,523	2,215
TOTAL METRO COUNTIES	**3,175.9**	**1.3184**	**31.5**	**12.4**	**18.2**	**19.2**	**24.4**	**1,177.7**	**20,431,301**	**4,027,872**	**1,842,956**	**2,940,407**	**1,023,049**	**4,893,814**	**648,182**
TOTAL STATE	**4,793.2**	**1.9902**	**32.1**	**11.7**	**17.3**	**19.3**	**25.6**	**1,764.9**	**26,650,339**	**5,612,495**	**2,247,416**	**3,635,480**	**1,390,621**	**6,348,584**	**933,226**

TENN.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
CHATTANOOGA	**4,228,099**	**20,323**	**25.8**	**28.6**	**13.8**	**8.4**	**.1660**
Hamilton	3,008,085	20,721	25.2	27.8	14.3	9.6	.1197
• Chattanooga	1,621,915	18,122	26.3	25.6	12.1	8.0	.0770
Marion	205,496	17,122	28.5	27.6	9.5	5.3	.0077
Sequatchie	67,855	15,804	30.5	25.5	9.8	4.2	.0028
Catoosa, Ga.	*361,102*	*22,249*	*24.2*	*31.8*	*16.9*	*6.8*	*.0144*
Dade, Ga.	*92,670*	*18,000*	*26.9*	*31.0*	*10.0*	*3.9*	*.0035*
Walker, Ga.	*492,891*	*19,827*	*27.8*	*30.9*	*12.5*	*6.2*	*.0179*
SUBURBAN TOTAL	2,606,184	21,760	25.5	30.5	14.9	8.7	.0890
CLARKSVILLE - HOPKINSVILLE	**1,404,366**	**18,732**	**31.4**	**27.1**	**12.2**	**7.1**	**.0538**
Montgomery	800,206	19,776	30.2	29.8	12.6	7.0	.0312
• Clarksville	540,107	19,465	32.2	29.4	12.1	6.8	.0236
Christian, Ky.	*604,160*	*17,154*	*33.0*	*23.4*	*11.6*	*7.3*	*.0226*
• Hopkinsville	*278,187*	*18,563*	*27.9*	*23.9*	*14.2*	*8.5*	*.0120*
SUBURBAN TOTAL	586,072	17,950	32.2	26.6	11.3	6.7	.0182
JACKSON	**752,530**	**19,767**	**25.2**	**25.8**	**14.6**	**9.0**	**.0327**
Madison	752,530	19,767	25.2	25.8	14.6	9.0	.0327
• Jackson	511,987	19,071	26.0	24.5	14.2	9.2	.0255
SUBURBAN TOTAL	240,543	21,359	23.1	28.8	15.4	8.8	.0072
JOHNSON CITY - KINGSPORT - BRISTOL	**4,260,849**	**19,687**	**27.1**	**28.3**	**12.9**	**8.0**	**.1644**
Carter	421,308	16,418	32.1	26.0	9.7	4.4	.0148

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Hawkins	435,700	20,895	24.5	28.6	15.0	8.4	.0145
Sullivan	1,564,257	21,919	24.6	29.7	14.6	10.1	.0623
• Bristol	262,043	19,259	28.2	26.2	11.6	10.4	.0130
• Kingsport	379,553	20,573	24.4	26.2	12.7	12.3	.0236
Unicoi	151,701	18,976	27.9	28.9	13.2	5.3	.0049
Washington	834,926	18,316	29.3	27.7	10.8	7.0	.0354
• Johnson City	423,192	15,981	28.7	21.9	9.9	8.7	.0223
Bristol city, Va.	*179,760*	*18,889*	*24.8*	*27.6*	*12.4*	*7.4*	*.0094*
• Bristol	*179,760*	*18,889*	*24.8*	*27.6*	*12.4*	*7.4*	*.0094*
Scott, Va.	*224,988*	*19,801*	*26.2*	*24.9*	*14.6*	*10.0*	*.0084*
Washington, Va.	*428,209*	*19,362*	*28.5*	*28.7*	*12.5*	*7.2*	*.0147*
SUBURBAN TOTAL	3,016,301	20,165	27.2	29.6	13.5	7.3	.0961
KNOXVILLE	**6,097,300**	**19,760**	**26.1**	**26.6**	**13.8**	**9.5**	**.2480**
Anderson	811,497	23,402	22.8	27.3	15.8	14.1	.0287
• Oak Ridge	417,479	28,524	20.1	23.9	18.2	22.4	.0149
Blount	816,629	20,230	26.2	27.9	14.4	8.2	.0327
Grainger	111,113	14,060	34.5	22.6	5.3	2.6	.0039
Jefferson	322,575	20,080	27.5	29.0	12.6	8.6	.0106
Knox	3,551,217	20,013	25.5	26.1	13.7	10.2	.1504
• Knoxville	1,750,404	16,437	28.1	24.1	10.0	7.3	.0924
Sevier	402,499	17,180	30.6	27.9	9.2	5.2	.0187
Union	81,770	13,931	33.0	23.2	6.6	1.5	.0030
SUBURBAN TOTAL	3,929,417	20,967	25.6	28.2	14.5	9.6	.1407

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
MEMPHIS	9,488,274	21,097	23.5	25.8	14.8	11.6	.3773
Shelby	8,248,208	21,355	23.3	25.5	14.9	12.4	.3298
• Memphis	6,573,182	19,782	24.5	25.3	13.4	10.8	.2738
Tipton	270,918	17,612	23.8	26.8	12.0	5.7	.0100
Crittenden, Ark.	*371,915*	*15,606*	*26.5*	*23.3*	*11.0*	*5.6*	*.0188*
• West Memphis	*235,862*	*17,970*	*25.7*	*26.6*	*12.5*	*6.2*	*.0127*
De Soto, Miss.	*564,233*	*24,915*	*22.1*	*31.4*	*19.3*	*8.7*	*.0189*
SUBURBAN TOTAL	2,646,230	26,258	20.1	27.3	19.5	14.6	.0910
NASHVILLE	10,564,098	24,187	22.8	28.4	16.6	13.9	.3865
Cheatham	224,915	20,982	27.9	33.0	12.4	7.2	.0074
Davidson	5,989,406	23,684	23.4	27.7	16.0	14.2	.2337
• Nashville-Davidson	5,564,465	23,336	23.8	28.0	16.0	13.3	.2203
Dickson	316,989	20,552	25.5	29.8	14.0	7.6	.0116
Robertson	372,163	21,703	24.1	30.1	15.2	8.6	.0128
Rutherford	1,109,125	25,581	21.8	27.9	19.0	15.0	.0377
• Murfreesboro	443,332	22,725	23.8	25.1	15.8	15.3	.0186
Sumner	1,009,932	25,167	21.7	29.5	18.5	12.9	.0334
Williamson	880,483	29,643	19.5	25.9	18.9	21.8	.0280
Wilson	661,085	25,032	20.6	31.0	17.8	11.5	.0219
SUBURBAN TOTAL	4,556,298	25,462	21.7	29.0	17.6	14.4	.1476
OTHER COUNTIES							
Bedford	285,753	20,034	25.5	30.6	11.4	7.8	.0099
Benton	125,696	15,347	29.6	26.6	8.6	3.1	.0048
Bledsoe	71,585	14,981	28.7	22.8	9.5	4.4	.0025
Bradley	654,330	19,587	28.6	29.1	13.0	6.8	.0256
Campbell	250,209	13,690	30.5	23.6	6.1	3.1	.0105
Cannon	75,988	14,381	33.9	22.6	6.4	3.7	.0029
Carroll	222,615	15,503	29.2	26.7	7.9	4.0	.0089
Chester	97,102	15,178	25.2	26.9	8.3	3.7	.0037
Claiborne	163,938	12,325	31.8	18.5	6.7	3.0	.0058
Clay	57,703	13,224	31.4	21.9	5.5	3.5	.0019
Cocke	208,327	14,431	31.0	23.6	6.7	3.0	.0085
Coffee	400,975	20,469	26.6	27.9	13.1	10.1	.0160
Crockett	99,742	14,634	30.8	23.7	6.7	3.9	.0039
Cumberland	266,035	16,841	31.3	25.9	10.0	5.2	.0110
Decatur	100,651	17,118	27.6	25.5	11.0	6.3	.0036
De Kalb	107,208	13,598	31.6	23.1	5.7	2.2	.0041
Dyer	305,562	17,138	29.7	25.3	9.7	7.5	.0118
Fayette	162,993	14,908	28.2	22.9	8.9	5.0	.0060
Fentress	82,367	10,917	31.7	17.5	3.5	1.9	.0040
Franklin	289,822	18,795	27.9	28.3	12.7	5.8	.0105
Gibson	443,762	18,076	26.3	28.0	11.2	6.3	.0164
Giles	224,015	18,872	27.2	28.5	10.9	7.6	.0085
Greene	531,038	19,615	26.2	29.7	12.4	7.0	.0204
Grundy	102,261	14,647	32.9	23.1	6.1	4.0	.0039
Hamblen	506,491	18,809	29.9	28.9	12.0	5.8	.0207
Hancock	34,557	10,722	30.5	15.7	4.3	2.3	.0014
Hardeman	171,130	15,833	28.9	25.2	9.1	4.4	.0068
Hardin	164,806	15,024	30.5	24.8	8.1	3.0	.0067
Haywood	129,661	13,022	29.5	21.1	6.4	4.5	.0055
Henderson	200,158	18,658	27.0	29.9	10.8	5.9	.0071
Henry	249,379	16,270	31.6	24.6	9.7	4.9	.0098
Hickman	122,578	18,324	28.2	31.0	10.3	4.4	.0044
Houston	50,939	16,684	27.7	26.3	9.6	6.4	.0017
Humphreys	137,945	19,448	23.2	31.2	13.2	4.2	.0051
Jackson	66,052	14,217	29.5	21.3	8.6	4.4	.0023
Johnson	97,098	14,597	32.4	25.6	5.4	2.3	.0037
Lake	48,108	12,766	30.2	21.1	5.4	4.0	.0018
Lauderdale	191,572	16,201	27.4	25.6	8.9	5.1	.0067
Lawrence	312,960	19,211	27.2	28.6	12.6	6.6	.0117
Lewis	86,069	17,462	31.2	27.7	10.0	6.0	.0032
Lincoln	210,490	15,909	33.0	24.1	8.9	4.5	.0080
Loudon	372,055	24,868	22.8	25.2	17.3	16.6	.0118
McMinn	416,130	20,494	24.7	27.9	14.7	8.4	.0161
McNairy	188,223	15,785	29.1	26.9	7.7	4.4	.0069
Macon	131,623	16,705	29.4	29.8	7.0	3.9	.0045
Marshall	205,299	20,045	26.2	29.7	13.1	7.2	.0073
Maury	514,056	20,610	24.3	30.0	13.7	7.8	.0186
Meigs	59,633	17,545	30.0	26.9	11.9	4.6	.0021
Monroe	236,181	16,527	30.9	27.0	8.3	5.2	.0093
Moore	48,572	23,806	23.9	30.2	16.8	10.5	.0014
Morgan	134,315	16,576	29.7	25.8	10.8	4.9	.0043

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SOURCE: Simmons-Scarborough 1985 Newspaper Ratings Study

TENN. (cont.)

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Obion	346,831	20,231	25.2	27.9	13.5	9.0	.0125
Overton	114,874	13,018	31.2	20.6	6.6	2.5	.0048
Perry	49,698	15,581	34.3	23.8	9.8	2.6	.0016
Pickett	26,845	13,059	37.3	17.5	7.3	1.6	.0013
Polk	96,579	15,902	29.9	27.9	8.1	2.5	.0034
Putnam	422,086	16,525	30.6	25.3	9.9	5.4	.0175
Rhea	214,477	17,891	27.4	26.3	11.7	6.7	.0076
Roane	490,554	20,951	24.6	28.1	14.3	9.7	.0177
Scott	130,661	11,965	31.9	18.2	4.6	3.4	.0053
Smith	128,247	18,179	28.3	29.3	10.2	5.4	.0046
Stewart	70,896	15,585	28.6	28.9	6.3	3.4	.0024
Trousdale	61,803	20,889	26.5	31.6	14.5	6.0	.0020
Van Buren	33,771	16,596	35.4	25.9	8.4	4.7	.0011
Warren	290,551	17,606	30.1	28.1	9.4	5.7	.0109
Wayne	114,217	17,970	26.4	30.0	10.2	4.7	.0039
Weakley	257,536	15,247	32.5	24.8	7.7	4.1	.0100
White	150,259	14,866	32.4	25.7	7.2	2.9	.0058
TOTAL METRO COUNTIES	**33,442,588**	**21,345**	**24.7**	**27.2**	**14.7**	**11.1**	**1.3003**
TOTAL STATE	**46,858,230**	**19,810**	**25.9**	**27.0**	**13.2**	**9.4**	**1.8077**

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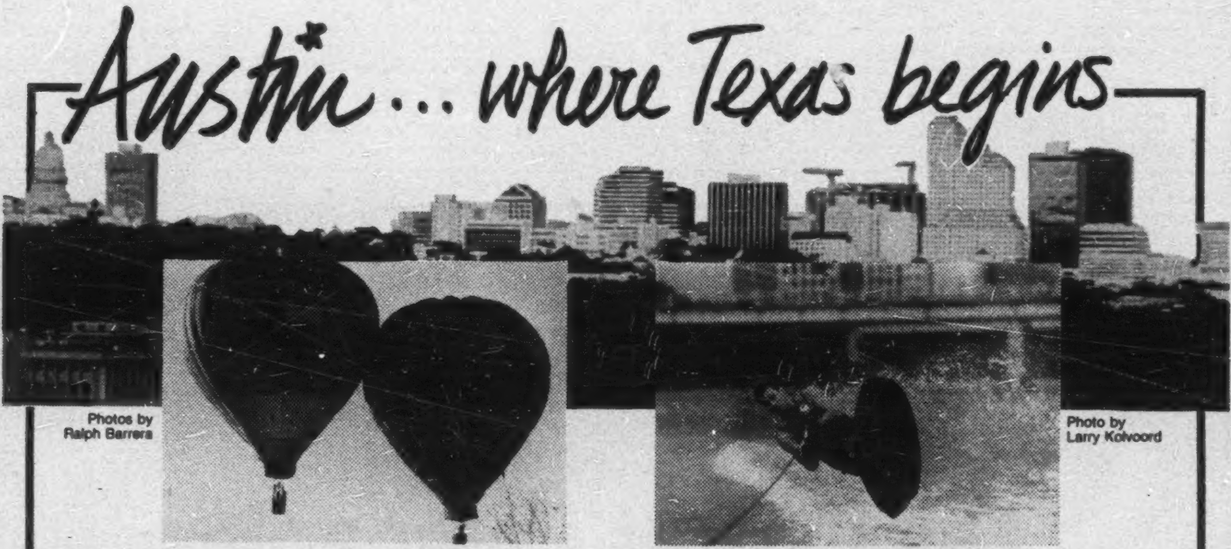
TEXAS

S&MM ESTIMATES

POPULATION—12/31/85 | RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ABILENE	**121.1**	**.0503**	**29.7**	**16.1**	**16.8**	**17.5**	**23.6**	**43.1**	**1,114,267**	**190,722**	**98,349**	**145,014**	**49,731**	**256,186**	**28,481**
Taylor	121.1	.0503	29.7	16.1	16.8	17.5	23.6	43.1	1,114,267	190,722	98,349	145,014	49,731	256,186	28,481
• Abilene	109.9	.0456	29.2	16.9	17.1	17.1	23.0	38.8	1,031,467	181,584	92,257	142,919	48,907	232,579	28,223
SUBURBAN TOTAL	11.2	.0047	35.3	8.4	13.9	21.6	28.9	4.3	82,800	9,138	6,092	2,095	824	23,607	258
AMARILLO	**196.6**	**.0816**	**30.6**	**13.0**	**18.0**	**18.7**	**23.5**	**74.6**	**1,377,143**	**267,357**	**140,796**	**152,588**	**71,691**	**340,474**	**21,614**
Potter	106.6	.0443	31.0	12.8	17.1	16.7	26.5	41.3	990,390	177,373	107,982	115,153	44,056	237,543	16,746
• Amarillo	163.9	.0681	30.9	12.1	18.3	18.2	24.2	63.5	1,331,087	265,749	136,149	142,782	68,713	326,435	21,130
Randall	90.0	.0373	30.3	13.2	19.1	21.1	19.9	33.3	386,753	89,984	32,814	37,435	27,635	102,931	4,868
SUBURBAN TOTAL	32.7	.0135	29.3	17.6	16.0	21.2	19.7	11.1	46,056	1,608	4,647	9,806	2,978	14,039	484
AUSTIN	**690.1**	**.2866**	**28.5**	**17.4**	**21.9**	**17.5**	**18.3**	**262.0**	**4,428,322**	**865,784**	**518,333**	**495,602**	**257,876**	**942,630**	**84,580**
Hays	51.0	.0212	24.5	28.8	15.1	14.7	18.2	16.2	206,722	46,570	32,699	14,618	5,410	33,454	2,630
Travis	529.8	.2200	28.5	18.1	23.0	17.2	17.8	209.8	3,814,624	693,644	456,309	444,491	239,017	821,010	71,497
• Austin	425.1	.1765	28.0	19.9	23.8	15.7	17.6	172.7	3,528,675	632,949	428,949	410,600	222,634	805,702	65,895
Williamson	109.3	.0454	30.5	9.1	19.2	20.3	20.9	36.0	406,976	125,570	29,325	36,493	13,449	88,166	10,453
SUBURBAN TOTAL	265.0	.1101	29.6	13.5	18.6	20.4	19.6	89.3	899,647	232,835	89,384	85,002	35,242	136,928	18,685



Photos by
Ralph Barrera

Photo by
Larry Kolvoord

- Households owning VCR's more than doubled from 1984 to 1985.
- Home computer ownership increased by 43% from 1984 to 1985.
- Highest liquor sales increase of major Texas Metros.
- Effective buying income increased 13.3% from 1984 to 1985.
- Highest per capita spending in eating and drinking establishments among major Texas metros.
- Highest restaurant sales increase in Texas major metros.
- Austin accounts for half of wine and distilled spirits sales out of the San Antonio wholesale market, even though San Antonio has twice Austin's population.

Sources: 1986 Austin Scarborough Market Report, Texas Comptroller's Office, Texas Restaurant Association, Sales & Marketing Management 1986 Survey of Buying Power

Austin American-Statesman

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TEXAS (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BEAUMONT - PORT ARTHUR	**294.7**	**.1639**	**31.4**	**11.6**	**16.6**	**18.6**	**25.4**	**140.7**	**2,399,909**	**510,876**	**206,039**	**296,526**	**106,358**	**500,611**	**72,384**
Hardin	46.7	.0194	31.5	9.7	16.1	20.1	24.2	15.7	177,079	46,798	6,775	19,255	2,819	58,640	7,439
Jefferson	257.9	.1071	31.8	12.2	16.8	17.6	27.0	94.2	1,754,503	340,747	170,436	227,164	88,050	339,962	48,517
• Beaumont	123.3	.0512	31.1	12.8	17.8	16.9	26.1	45.5	1,088,547	168,123	114,079	164,214	65,971	208,933	25,122
• Port Arthur	63.9	.0265	32.7	11.7	14.8	15.5	31.2	23.5	376,917	91,594	28,951	43,021	15,144	89,087	10,484
Orange	90.1	.0374	30.2	10.9	16.9	20.5	21.3	30.8	468,327	123,331	28,828	52,107	15,489	102,009	16,428
SUBURBAN TOTAL	207.5	.0862	31.2	11.0	16.6	20.4	23.2	71.7	934,445	251,159	63,009	91,291	25,243	202,591	36,778
BRAZORIA	**204.6**	**.0850**	**29.0**	**12.9**	**19.9**	**20.6**	**17.5**	**66.6**	**938,401**	**277,319**	**69,803**	**95,251**	**34,923**	**199,248**	**25,310**
Brazoria	204.6	.0850	29.0	12.9	19.9	20.6	17.5	66.6	938,401	277,319	69,803	95,251	34,923	199,248	25,310
SUBURBAN TOTAL	204.6	.0850	29.0	12.9	19.9	20.6	17.5	66.6	938,401	277,319	69,803	95,251	34,923	199,248	25,310
BROWNSVILLE - HARLINGEN	**242.5**	**.1007**	**27.3**	**10.4**	**15.5**	**16.3**	**21.7**	**69.0**	**1,340,711**	**327,299**	**123,976**	**169,798**	**75,308**	**223,988**	**27,974**
Cameron	242.5	.1007	27.3	10.4	15.5	16.3	21.7	69.0	1,340,711	327,299	123,976	169,798	75,308	223,988	27,974
• Brownsville	96.3	.0400	26.3	10.9	15.9	16.6	19.6	26.5	677,700	171,555	51,056	108,882	46,765	100,549	15,571
• Harlingen	52.4	.0218	28.9	10.5	16.3	15.6	24.3	16.1	454,886	96,641	49,145	49,141	21,458	93,683	6,978
SUBURBAN TOTAL	93.8	.0389	27.4	9.9	14.9	16.3	22.3	26.4	208,125	59,103	23,775	11,775	7,085	29,756	5,425
BRYAN - COLLEGE STATION	**112.7**	**.0468**	**24.1**	**32.8**	**17.1**	**13.3**	**15.4**	**40.6**	**740,010**	**167,136**	**89,311**	**114,425**	**25,663**	**116,376**	**10,582**
Brazos	112.7	.0468	24.1	32.8	17.1	13.3	15.4	40.6	740,010	167,136	89,311	114,425	25,663	116,376	10,582
• Bryan	56.8	.0236	28.4	16.5	18.7	15.9	21.7	21.5	445,979	93,219	45,732	44,706	19,625	103,711	7,449
• College Station	47.1	.0196	22.6	56.2	14.8	8.8	7.0	15.8	282,848	69,743	42,173	68,970	5,391	11,739	3,080
SUBURBAN TOTAL	8.8	.0036	29.9	12.2	20.1	20.4	19.4	3.3	11,183	4,174	1,406	749	647	926	53
CORPUS CHRISTI	**363.4**	**.1509**	**28.9**	**11.8**	**17.7**	**17.8**	**21.3**	**119.0**	**2,344,438**	**526,277**	**231,594**	**237,674**	**119,296**	**460,364**	**41,461**
Nueces	299.1	.1242	28.9	12.1	18.0	17.6	21.4	99.1	1,970,110	432,217	215,034	220,118	113,817	395,961	33,766
• Corpus Christi	265.4	.1102	29.1	12.2	18.6	17.6	21.4	89.3	1,829,837	386,732	201,809	212,792	112,026	369,848	30,226
San Patricio	64.3	.0267	28.5	10.3	16.3	18.5	21.0	19.9	274,328	94,060	16,560	17,556	5,479	64,403	7,695
SUBURBAN TOTAL	98.0	.0407	28.2	10.6	15.7	18.3	21.1	29.7	414,601	139,545	29,785	24,882	7,270	90,516	11,235
DALLAS	**2,296.0**	**.9532**	**30.2**	**12.2**	**20.2**	**20.5**	**19.8**	**858.1**	**16,361,030**	**3,100,008**	**1,816,924**	**1,879,702**	**857,953**	**3,621,969**	**400,276**
Collin	198.5	.0824	29.7	8.4	20.0	24.3	15.2	64.5	1,128,252	259,434	92,078	180,271	74,298	193,718	32,854
Plano	100.2	.0416	28.5	7.4	23.5	26.6	8.2	31.2	684,260	168,594	68,030	155,572	33,450	51,517	18,249
Dallas	1,764.4	.7326	30.2	12.6	20.5	20.1	20.1	678.7	13,746,403	2,437,430	1,614,996	1,515,761	743,034	3,142,675	317,033
Carrollton	55.2	.0229	29.4	9.5	25.9	24.3	11.2	20.2	367,287	74,004	26,923	46,927	11,538	79,995	16,216
• Dallas	994.2	.4128	30.7	13.4	20.5	18.2	22.9	405.5	8,294,743	1,396,212	1,060,093	942,001	519,135	1,708,933	176,910
Garland	164.8	.0684	28.7	10.1	23.5	22.0	13.2	56.7	828,438	216,567	55,981	57,500	39,053	156,598	19,866
Grand Prairie	89.0	.0370	28.8	11.2	20.8	19.9	17.2	30.7	372,323	82,863	55,727	12,851	10,528	96,162	18,407
• Irving	126.9	.0527	29.3	14.3	20.4	22.4	16.0	48.1	1,011,588	184,809	79,066	105,203	30,834	412,014	22,509
Mesquite	79.5	.0330	28.5	11.6	19.6	23.6	13.7	26.1	645,098	98,704	39,505	188,153	22,864	90,010	14,477
Richardson	79.8	.0331	31.2	8.0	19.9	27.6	14.8	27.5	828,944	124,650	62,000	103,841	48,401	261,127	13,477
Denton	191.2	.0793	28.7	14.3	22.6	20.2	15.7	66.9	871,793	244,706	62,367	121,196	21,327	165,164	32,089
• Denton	51.0	.0212	27.1	26.2	19.9	15.7	18.5	18.9	439,915	96,835	35,540	78,797	10,489	88,517	21,777
Ellis	71.3	.0296	32.3	9.9	15.4	19.5	26.8	23.8	292,794	77,408	23,625	31,782	7,379	53,554	9,111
Kaufman	48.4	.0201	34.1	9.4	14.7	19.9	28.8	16.4	233,344	62,276	17,353	23,971	8,930	47,004	6,758
Rockwall	22.2	.0092	32.6	8.0	17.2	24.7	21.1	7.8	88,442	18,754	6,505	6,721	2,985	19,854	2,431
SUBURBAN TOTAL	1,123.9	.4665	30.0	10.2	20.2	22.5	17.3	385.6	6,614,784	1,422,152	642,225	753,701	297,495	1,412,505	179,080
DALLAS - FORT WORTH CONSOLIDATED AREA	***3,471.5***	***1.4412***	***30.4***	***12.2***	***19.8***	***20.4***	***20.5***	***1,289.8***	***24,048,339***	***4,728,745***	***2,596,983***	***2,840,737***	***1,196,635***	***5,311,811***	***575,050***
EL PASO	**545.5**	**.2265**	**27.0**	**13.6**	**17.2**	**17.9**	**18.3**	**162.2**	**2,466,303**	**496,901**	**261,016**	**385,145**	**137,371**	**455,080**	**51,499**
El Paso	545.5	.2265	27.0	13.6	17.2	17.9	18.3	162.2	2,466,303	496,901	261,016	385,145	137,371	455,080	51,499
• El Paso	476.2	.1977	27.7	12.7	17.1	18.2	19.2	146.5	2,400,915	480,103	254,466	383,359	133,940	446,398	49,372
SUBURBAN TOTAL	69.3	.0288	23.6	19.2	18.2	15.7	12.4	15.7	65,388	16,798	6,550	1,786	3,431	8,682	2,127

What is the difference between 'median' and 'average'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

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TEXAS (cont.)

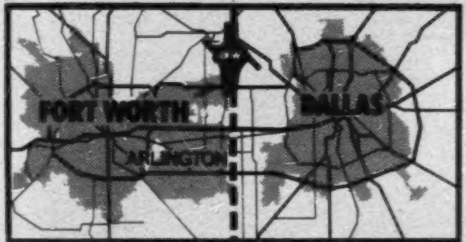
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
FORT WORTH - ARLINGTON	**1,175.5**	**.4880**	**30.9**	**12.2**	**18.8**	**20.1**	**22.2**	**431.7**	**7,687,309**	**1,628,737**	**780,059**	**961,035**	**338,682**	**1,689,842**	**174,774**
Johnson	90.0	.0374	32.5	9.9	15.9	20.9	25.1	31.1	397,795	105,076	28,814	44,409	7,769	92,012	14,825
Parker	55.6	.0230	34.2	9.6	14.8	21.7	27.2	19.8	226,986	59,719	17,045	11,782	3,826	55,098	6,763
Tarrant	1,029.9	.4276	30.7	12.6	19.1	20.0	21.7	380.8	7,062,528	1,463,942	734,200	904,844	327,087	1,542,732	153,186
• Arlington	221.3	.0919	28.7	14.8	23.6	20.9	14.3	83.2	1,628,890	340,169	186,877	221,958	54,556	423,777	26,744
• Fort Worth	429.3	.1783	31.5	13.1	17.9	16.9	26.8	165.0	3,370,934	602,568	360,437	397,066	183,288	806,358	74,201
SUBURBAN TOTAL	524.9	.2178	31.7	10.4	17.3	22.4	21.8	183.5	2,687,485	686,000	232,745	342,011	100,838	459,707	73,829
GALVESTON - TEXAS CITY	**218.1**	**.0905**	**31.2**	**11.3**	**17.7**	**19.3**	**24.1**	**78.8**	**1,301,020**	**346,218**	**139,879**	**120,540**	**37,242**	**259,223**	**36,387**
Galveston	218.1	.0905	31.2	11.3	17.7	19.3	24.1	78.8	1,301,020	346,218	139,879	120,540	37,242	259,223	36,387
• Galveston	63.5	.0264	32.1	13.2	17.9	16.1	28.8	25.2	445,725	111,888	69,440	53,537	14,631	67,433	9,994
• Texas City	43.9	.0182	30.8	11.1	17.2	19.0	23.8	15.2	291,138	71,920	21,382	16,390	9,644	86,700	9,307
SUBURBAN TOTAL	110.7	.0459	30.9	10.4	17.7	21.3	21.4	38.4	564,157	162,710	49,057	50,613	12,967	105,090	17,086
HOUSTON	**3,211.0**	**1.3332**	**29.2**	**12.4**	**21.9**	**20.0**	**17.4**	**1,168.8**	**21,642,709**	**4,488,576**	**2,327,638**	**2,531,298**	**1,138,510**	**4,588,833**	**616,406**
Fort Bend	196.8	.0817	28.4	9.6	23.9	20.4	13.8	61.9	591,051	165,216	33,154	17,629	15,487	145,162	16,738
Harris	2,755.4	1.1441	29.2	12.8	22.0	19.9	17.3	1,021.7	19,841,788	4,051,237	2,219,899	2,431,651	1,093,937	4,071,198	563,686
• Baytown	60.3	.0250	28.9	12.7	19.3	17.6	20.7	21.7	448,851	118,094	37,730	37,236	15,146	113,091	12,909
• Houston	1,735.6	.7207	29.4	14.0	21.9	18.9	18.8	665.4	14,397,127	2,775,636	1,684,089	1,804,896	849,632	2,889,057	412,507
Pasadena	119.4	.0496	27.8	14.8	20.2	18.9	16.6	42.2	799,897	178,312	76,921	141,826	35,552	149,895	22,660
Liberty	57.1	.0237	31.7	9.8	16.3	19.0	25.6	19.9	313,406	88,847	17,669	27,084	5,089	85,558	11,513
Montgomery	177.9	.0738	30.4	9.1	17.7	23.3	18.6	58.3	629,658	159,393	47,754	42,815	20,713	119,252	20,896
Waller	23.8	.0099	28.2	20.4	14.1	16.4	24.0	7.0	266,806	23,883	9,162	12,119	3,284	167,663	3,573
SUBURBAN TOTAL	1,415.1	.5875	29.0	10.5	21.5	21.6	15.6	481.7	6,796,731	1,594,846	605,819	689,166	273,732	1,586,685	190,990
HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA	***3,633.7***	***1.5087***	***29.3***	***12.4***	***21.4***	***20.0***	***17.8***	***1,314.2***	***33,082,130***	***5,112,113***	***2,537,320***	***2,747,089***	***1,210,675***	***5,047,304***	***678,103***
KILLEEN - TEMPLE	**234.0**	**.0972**	**25.8**	**21.2**	**18.6**	**15.9**	**17.0**	**75.0**	**1,073,072**	**237,760**	**114,500**	**171,117**	**53,733**	**234,653**	**22,441**
Bell	170.0	.0706	26.9	18.5	18.5	16.2	18.8	58.5	955,309	201,242	103,760	152,119	44,648	212,346	19,667
• Killeen	57.4	.0238	24.0	23.9	19.6	15.7	11.3	21.2	433,695	80,129	44,253	70,383	24,709	117,716	7,784
• Temple	45.7	.0190	33.4	10.5	16.9	16.7	30.5	17.8	387,228	82,641	41,252	71,237	17,958	79,741	11,229
Coryell	64.0	.0266	24.0	28.5	18.5	15.1	12.2	16.5	117,763	36,518	10,740	18,998	9,085	22,307	2,774
SUBURBAN TOTAL	130.9	.0544	24.8	23.6	18.7	15.8	14.8	36.0	252,149	74,990	28,995	29,497	11,066	37,196	3,428
LAREDO	**118.5**	**.0492**	**25.7**	**11.7**	**15.6**	**16.1**	**19.4**	**31.4**	**971,387**	**211,799**	**62,065**	**155,949**	**95,937**	**96,019**	**17,454**
Webb	118.5	.0492	25.7	11.7	15.6	16.1	19.4	31.4	971,387	211,799	62,065	155,949	95,937	96,019	17,454
• Laredo	109.0	.0453	25.6	11.8	15.5	15.7	19.8	29.0	958,656	211,768	60,354	155,403	95,892	96,004	17,444
SUBURBAN TOTAL	9.5	.0039	26.7	10.1	17.0	20.4	15.5	2.4	12,731	31	1,711	546	45	15	10

ONE MAJOR MARKET.



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TEXAS (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
LONGVIEW - MARSHALL	171.5	.0712	31.7	11.7	16.5	18.3	26.2	61.9	1,271,899	271,138	113,086	163,192	68,824	308,946	32,666
Gregg	113.9	.0473	31.3	12.2	17.3	18.5	25.0	41.8	995,195	219,985	90,806	141,771	40,703	243,931	24,044
• Longview	74.9	.0311	31.1	12.8	17.8	18.5	24.6	27.8	762,295	161,176	74,659	129,452	37,557	152,974	16,735
Harrison	57.6	.0239	32.5	10.6	14.7	17.9	28.5	20.1	276,704	51,153	22,280	21,421	28,121	65,015	8,622
• Marshall	24.9	.0103	33.1	11.6	14.4	15.2	32.0	9.0	223,066	43,193	16,126	18,538	13,774	60,004	7,994
SUBURBAN TOTAL	71.7	.0298	31.9	10.5	15.7	19.2	25.9	25.1	286,538	66,769	22,331	15,202	17,493	95,968	7,937
LUBBOCK	221.6	.0920	27.5	18.4	18.3	17.0	19.3	78.5	1,527,429	283,526	151,704	195,364	93,950	388,442	23,393
Lubbock	221.6	.0920	27.5	18.4	18.3	17.0	19.3	78.5	1,527,429	283,526	151,704	195,364	93,950	388,442	23,393
• Lubbock	180.6	.0750	27.2	19.8	18.8	16.3	19.0	65.4	1,405,191	262,859	146,827	189,010	93,222	335,728	21,896
SUBURBAN TOTAL	41.0	.0170	29.1	12.0	16.3	19.9	20.6	13.1	122,238	20,667	4,877	6,354	728	52,714	1,497
McALLEN - EDINBURG - MISSION	345.9	.1436	26.4	10.8	15.7	15.7	20.8	94.2	1,612,814	345,563	124,128	233,483	96,317	265,583	36,668
Hidalgo	345.9	.1436	26.4	10.8	15.7	15.7	20.8	94.2	1,612,814	345,563	124,128	233,483	96,317	265,583	36,668
• Edinburg	30.7	.0127	26.3	14.0	16.4	15.1	20.5	8.8	155,988	48,447	13,265	13,822	8,484	35,445	4,656
• McAllen	78.9	.0328	28.3	10.1	17.1	17.1	21.4	23.6	857,466	119,305	68,764	138,512	68,224	140,441	18,541
• Mission	29.5	.0122	28.6	10.5	14.3	14.7	26.2	8.5	114,005	44,379	6,618	13,712	4,313	20,133	2,758
SUBURBAN TOTAL	206.8	.0859	25.3	10.7	15.3	15.3	19.9	53.3	485,355	133,432	35,481	67,437	15,296	69,564	10,713
MIDLAND	112.3	.0466	30.3	11.9	18.8	19.1	22.0	41.0	1,128,452	219,708	96,751	160,104	66,966	185,127	19,627
Midland	112.3	.0466	30.3	11.9	18.8	19.1	22.0	41.0	1,128,452	219,708	96,751	160,104	66,966	185,127	19,627
• Midland	100.8	.0419	30.5	11.8	19.0	18.7	22.7	37.2	1,068,723	215,692	95,935	160,070	66,882	170,746	19,620
SUBURBAN TOTAL	11.5	.0047	28.7	12.9	17.4	22.8	16.2	3.8	59,729	4,016	816	34	84	14,381	7
ODESSA	140.1	.0582	29.0	13.4	18.8	18.5	20.1	50.8	1,376,163	259,563	143,794	190,769	85,445	315,148	20,438
Ector	140.1	.0582	29.0	13.4	18.8	18.5	20.1	50.8	1,376,163	259,563	143,794	190,769	85,445	315,148	20,438
• Odessa	108.8	.0452	29.3	13.4	19.0	18.3	20.8	40.0	1,266,264	246,035	126,035	187,694	81,855	311,763	19,498
SUBURBAN TOTAL	31.3	.0130	27.9	13.4	18.0	19.3	17.8	10.8	109,899	13,528	17,759	3,075	3,590	3,385	940
SAN ANGELO	96.4	.0400	31.1	14.5	16.7	17.3	26.2	35.0	710,053	142,404	69,356	97,744	38,155	157,161	14,646
Tom Green	96.4	.0400	31.1	14.5	16.7	17.3	26.2	35.0	710,053	142,404	69,356	97,744	38,155	157,161	14,646
• San Angelo	84.9	.0353	30.6	15.3	16.8	16.7	25.9	31.2	695,616	140,272	68,509	97,620	38,116	155,828	14,621
SUBURBAN TOTAL	11.5	.0047	35.3	8.8	15.1	22.0	28.5	3.8	14,437	2,132	847	124	39	1,333	25
SAN ANTONIO	1,209.2	.5020	29.4	12.7	17.5	18.1	22.2	406.4	6,723,486	1,510,469	788,066	819,620	362,626	1,262,930	120,117
Bexar	1,106.9	.4596	29.1	12.9	17.8	17.9	21.6	370.2	6,353,518	1,412,984	755,370	797,748	347,124	1,189,919	110,710
• San Antonio	872.1	.3621	29.3	12.6	17.3	17.1	22.9	294.6	5,474,434	1,174,627	660,228	684,961	290,665	1,102,365	100,160
Comal	46.2	.0191	35.9	8.7	14.7	19.5	31.8	16.8	188,211	54,321	18,384	12,552	6,008	36,079	3,734
Guadalupe	56.1	.0233	32.1	11.4	15.3	19.9	25.7	19.4	181,757	43,164	14,312	9,320	9,494	36,932	5,673
SUBURBAN TOTAL	337.1	.1399	29.8	12.9	18.3	20.6	20.0	111.8	1,249,052	335,842	127,838	134,659	71,961	160,565	19,957
SHERMAN - DENISON	96.5	.0400	34.7	10.7	15.4	18.4	31.2	37.0	568,751	112,571	46,649	73,905	24,619	130,822	19,348
Grayson	96.5	.0400	34.7	10.7	15.4	18.4	31.2	37.0	568,751	112,571	46,649	73,905	24,619	130,822	19,348
• Denison	24.6	.0102	34.3	10.5	15.9	17.4	31.5	9.7	180,750	39,270	15,457	16,996	4,025	45,371	10,458
• Sherman	31.7	.0132	32.8	13.3	16.6	16.9	29.5	12.3	308,820	53,032	26,618	52,745	18,407	62,827	6,083
SUBURBAN TOTAL	40.2	.0166	36.7	8.9	14.0	20.2	32.3	15.0	79,181	20,269	4,574	4,164	2,187	22,624	2,807
TEXARKANA	120.7	.0501	32.8	9.6	16.1	17.7	28.7	44.2	725,302	153,497	61,652	101,144	31,889	134,441	22,540
Bowie	81.4	.0338	33.1	9.6	16.0	18.1	28.8	30.0	541,049	89,711	43,695	90,440	24,323	125,629	14,173
• Texarkana	33.8	.0140	33.2	10.2	16.2	15.0	32.1	13.2	415,442	58,551	31,925	79,072	21,716	103,992	10,606
Miller, Ark.	*39.3*	*.0163*	*32.2*	*9.7*	*15.9*	*16.9*	*28.7*	*14.2*	*184,253*	*63,786*	*17,957*	*10,704*	*7,566*	*8,812*	*8,367*
• Texarkana	*22.5*	*.0093*	*33.7*	*9.8*	*15.5*	*15.8*	*32.1*	*8.5*	*175,835*	*62,320*	*16,630*	*10,661*	*7,385*	*8,522*	*8,353*
SUBURBAN TOTAL	64.4	.0268	32.3	9.2	16.2	19.8	25.8	22.5	134,025	32,626	13,097	11,411	2,788	21,927	3,581
TYLER	151.9	.0630	32.2	11.1	16.6	18.4	27.0	55.4	936,355	172,532	73,626	144,695	42,648	207,924	29,094
Smith	151.9	.0630	32.2	11.1	16.6	18.4	27.0	55.4	936,355	172,532	73,626	144,695	42,648	207,924	28,094
• Tyler	76.0	.0316	31.7	12.6	17.0	17.2	27.1	28.7	833,330	150,739	66,241	142,253	40,224	195,474	24,265
SUBURBAN TOTAL	75.9	.0314	32.8	9.7	16.1	19.6	26.9	26.7	103,025	21,793	7,385	2,442	2,424	12,450	3,829

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TEXAS (cont.)

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
VICTORIA	**77.7**	**.0323**	**29.3**	**12.0**	**18.0**	**18.4**	**21.3**	**26.5**	**575,785**	**117,442**	**47,452**	**76,272**	**24,727**	**112,919**	**9,666**
Victoria	77.7	.0323	29.3	12.0	18.0	18.4	21.3	26.5	575,785	117,442	47,452	76,272	24,727	112,919	9,666
• Victoria	57.5	.0239	29.2	12.6	18.2	17.8	21.6	19.9	561,727	114,393	42,991	75,654	24,576	112,336	9,655
SUBURBAN TOTAL	20.2	.0084	29.7	10.2	17.5	20.4	20.3	6.6	14,058	3,049	4,461	618	151	583	11
WACO	**187.7**	**.0779**	**31.7**	**14.9**	**15.2**	**16.6**	**28.3**	**68.9**	**1,107,357**	**245,455**	**110,133**	**157,950**	**46,197**	**221,691**	**22,640**
McLennan	187.7	.0779	31.7	14.9	15.2	16.6	28.3	68.9	1,107,357	245,455	110,133	157,950	46,197	221,691	22,640
• Waco	106.8	.0443	30.6	18.6	15.0	13.8	29.6	40.4	876,902	164,368	95,068	148,205	37,640	171,055	17,874
SUBURBAN TOTAL	80.9	.0336	33.0	10.0	15.6	20.3	26.6	28.5	230,455	81,087	15,065	9,745	8,557	50,636	4,766
WICHITA FALLS	**124.8**	**.0519**	**31.0**	**14.7**	**16.9**	**18.2**	**25.1**	**45.2**	**910,130**	**155,582**	**81,010**	**146,707**	**53,100**	**206,435**	**20,548**
Wichita	124.8	.0519	31.0	14.7	16.9	18.2	25.1	45.2	910,130	155,582	81,010	146,707	53,100	206,435	20,548
• Wichita Falls	97.9	.0407	30.5	15.9	17.7	17.0	25.0	35.6	793,026	131,624	74,810	129,679	51,586	164,489	18,253
SUBURBAN TOTAL	26.9	.0112	33.5	10.6	14.4	22.3	25.6	9.6	117,104	23,958	6,200	17,028	1,514	41,946	2,295
OTHER COUNTIES															
Anderson	47.3	.0197	32.0	13.9	17.9	15.5	29.2	14.7	234,561	58,681	15,408	14,354	9,148	49,180	7,163
Andrews	15.6	.0064	28.9	12.0	15.9	18.8	21.4	5.1	73,270	19,840	6,426	3,237	863	23,352	2,493
Angelina	71.5	.0297	31.0	10.8	16.4	18.3	25.0	24.5	384,415	91,631	29,996	53,833	18,772	76,639	13,265
Aransas	18.2	.0076	36.7	8.6	12.9	17.4	34.8	6.7	82,269	28,461	9,293	2,426	3,910	5,127	1,340
Archer	8.5	.0035	34.2	9.6	14.7	19.4	29.4	3.0	25,191	6,694	1,066	1,230	164	9,943	875
Armstrong	2.1	.0009	39.9	7.1	12.5	19.1	37.7	.8	11,593	2,240	826		160	3,238	176
Atascosa	30.0	.0124	30.7	9.7	14.5	17.8	26.0	9.9	96,024	34,104	5,249	4,952	1,492	14,464	1,885
Austin	21.5	.0090	36.4	8.5	13.9	17.4	34.4	7.8	108,582	24,458	7,372	10,422	2,243	27,454	4,411
Bailey	8.0	.0033	30.9	10.4	13.3	18.3	26.2	2.7	29,306	4,754	2,252	1,287	1,029	10,685	455
Bandera	9.1	.0038	41.8	6.8	12.0	18.9	39.9	3.5	22,806	9,512	1,187	541	750	4,573	756
Bastrop	32.9	.0136	34.2	9.6	14.7	16.9	31.9	11.7	114,119	41,973	11,403	5,995	2,416	20,377	3,169
Baylor	4.9	.0021	43.2	7.1	11.9	16.7	42.7	1.9	41,238	7,823	2,018	1,436	295	11,179	1,265
Bee	28.5	.0118	28.2	13.8	16.8	16.7	21.9	9.1	133,603	36,326	10,823	10,240	5,889	24,024	4,395
Blanco	5.5	.0023	40.7	7.7	12.2	17.5	39.8	2.3	16,182	5,027	2,934		251	787	116
Borden	.9	.0004	33.4	8.9	13.0	20.3	27.6	.3	167	47					
Bosque	15.1	.0062	45.4	6.9	11.4	15.3	46.1	6.2	53,518	11,515	2,911	2,320	1,586	12,702	2,258
Brewster	7.8	.0032	29.6	17.8	15.9	15.6	25.8	2.9	42,278	12,741	3,095	3,564	576	9,613	2,160
Briscoe	2.4	.0010	35.3	8.4	14.0	16.5	34.0	1.0	5,256	2,140	194		78	1,182	210
Brooks	9.1	.0038	30.9	10.5	13.4	17.2	27.4	2.8	41,481	13,623	3,672	1,016	1,608	9,218	1,082
Brown	37.3	.0155	34.5	10.5	14.6	16.8	32.5	14.2	198,347	46,445	17,772	23,696	7,578	32,761	7,645
Burleson	14.9	.0062	36.7	9.5	12.8	16.2	35.6	5.2	73,970	20,411	4,793	2,994	1,910	20,475	1,438
Burnet	23.8	.0098	42.6	6.9	11.9	16.0	42.6	9.6	154,383	28,110	12,307	28,301	8,342	20,639	3,770
Caldwell	26.6	.0111	30.1	13.9	14.1	15.0	28.0	8.5	96,669	28,053	7,812	9,579	2,899	22,674	2,146
Calhoun	21.4	.0089	30.3	11.3	15.4	19.6	23.1	7.3	102,831	31,769	7,235	8,407	2,960	15,716	3,105
Callahan	13.4	.0055	38.5	8.0	13.0	19.1	35.5	4.9	32,634	11,935	2,764	1,003	353	9,253	1,001
Camp	10.1	.0042	34.7	9.1	14.7	16.1	33.5	3.9	41,044	5,976	3,248	1,105	3,061	10,819	1,700
Carson	6.9	.0029	34.5	8.6	14.3	19.5	29.8	2.4	16,474	6,004	1,102		140	2,864	312
Cass	31.8	.0132	34.5	9.1	14.0	18.0	31.3	11.3	93,363	32,444	4,723	12,469	3,800	15,061	3,469
Castro	10.4	.0043	27.0	9.6	15.4	18.0	19.6	3.3	31,920	10,501	1,438	611	395	7,604	610
Chambers	22.3	.0093	29.7	10.7	18.5	19.4	20.7	7.7	67,132	21,899	2,436	1,758	800	15,889	2,696
Cherokee	42.4	.0176	35.9	9.6	13.8	17.3	33.8	15.1	174,007	36,412	9,537	20,241	3,028	46,293	4,150
Childress	6.9	.0028	40.0	8.1	12.2	16.9	39.0	2.7	28,528	11,216	2,898	1,245	473	5,914	1,037
Clay	10.4	.0044	37.9	8.9	13.0	19.9	34.3	4.1	50,758	9,562	2,947	2,389	1,321	7,009	2,313
Cochran	5.0	.0020	29.2	10.1	13.1	18.4	24.0	1.6	14,428	2,786	338	221	618	5,795	211
Coke	3.3	.0014	45.2	7.3	10.1	17.1	44.3	1.3	14,979	4,092	331	160	186	8,061	
Coleman	10.5	.0044	43.6	7.6	11.0	14.8	44.2	4.3	36,743	12,657	1,695	1,707	438	6,803	1,333
Collingsworth	4.4	.0018	38.0	8.3	12.4	15.3	37.9	1.7	18,544	4,264	671	778	511	5,827	583
Colorado	20.1	.0084	36.5	9.5	13.6	17.1	34.7	7.5	110,432	30,084	8,922	2,948	3,253	27,244	4,077
Comanche	13.1	.0055	41.8	7.1	12.0	17.2	41.1	5.0	47,432	14,421	2,541	4,753	1,035	10,382	1,449
Concho	3.0	.0012	39.8	7.1	12.9	15.0	40.3	1.1	12,371	1,978	224	382	52	6,131	188
Cooke	30.5	.0127	33.1	10.9	15.2	17.0	30.1	11.2	165,876	39,067	12,825	18,431	4,883	30,531	3,990
Cottle	2.7	.0011	40.4	7.6	11.9	16.7	39.7	1.1	12,366	3,463	726	533	185	3,167	328
Crane	4.8	.0020	29.1	11.2	15.3	18.1	22.8	1.7	36,995	15,236	1,606	1,038	385	11,853	2,177
Crockett	4.7	.0019	29.6	10.6	16.1	19.3	22.1	1.6	44,814	9,214	1,142	657	866	7,533	1,267
Crosby	8.5	.0036	31.7	10.1	11.6	18.1	28.1	2.8	18,163	7,069	276	1,094	452	4,975	342
Culberson	3.5	.0014	26.4	11.1	14.9	18.6	18.6	1.0	42,010	6,107	2,652	254	808	5,862	602
Dallam	7.0	.0029	31.1	9.8	15.3	18.0	26.1	2.6	28,922	5,514	3,302	1,658	78	8,852	342
Dawson	16.8	.0070	31.4	9.6	14.3	17.2	27.7	5.6	83,382	25,230	5,768	5,246	3,160	19,351	4,339
Deaf Smith	21.8	.0091	27.5	10.0	15.9	17.9	20.3	6.8	67,716	21,327	5,822	3,634	2,716	14,018	1,713
Delta	5.0	.0021	43.7	6.7	10.2	15.7	45.0	1.9	9,744	3,756	253	139	238	2,837	120
De Witt	19.6	.0082	38.9	8.4	12.8	15.0	38.9	7.2	99,279	22,413	6,794	9,004	2,440	23,602	4,639
Dickens	3.3	.0014	40.4	7.5	11.1	16.1	40.2	1.3	15,019	4,903	823	595		3,646	690
Dimmit	12.4	.0051	26.9	10.6	15.4	15.0	22.5	3.4	30,560	11,382	1,654	4,407	233	2,222	353
Donley	4.2	.0017	41.4	9.8	11.2	16.1	41.7	1.6	33,032	6,534	1,143	4,027	1,228	13,610	1,785
Duval	13.3	.0056	30.6	10.1	13.1	15.8	28.4	4.2	36,362	14,271	2,420	1,732	917	5,901	663
Eastland	20.3	.0084	40.8	10.9	11.9	15.3	40.9	8.1	99,638	27,710	9,406	2,697	2,151	23,431	4,188
Edwards	2.0	.0008	32.8	6.9	13.1	18.6	28.4	.7	6,589	2,229	432	141		91	130
Erath	25.5	.0106	34.7	15.0	13.9	15.4	34.2	10.1	117,068	28,457	11,319	10,187	2,308	29,330	4,498
Falls	18.6	.0077	40.8	8.6	11.7	14.6	41.1	7.3	57,673	16,195	2,369	8,222	1,242	6,320	4,106
Fannin	25.7	.0107	41.1	7.9	11.9	17.0	40.4	10.2	90,930	21,995	4,062	6,296	2,078	34,841	4,300
Fayette	19.9	.0083	42.8	8.4	12.4	14.6	43.3	8.0	137,663	30,971	19,308	8,616	3,420	23,081	3,947
Fisher	5.6	.0023	39.8	7.1	11.6	16.8	39.1	2.1	14,326	3,937	1,238	832	630	3,800	1,174
Floyd	9.4	.0039	32.8	8.9	12.6	17.7	29.5	3.2	26,406	4,840	1,339	956	138	9,381	778
Foard	2.1	.0009	43.5	6.9	11.6	15.7	43.4	.9	6,638	2,628	298			2,025	141
Franklin	8.0	.0033	38.3	7.9	13.7	17.2	36.7	3.1	26,597	7,938	864	605	1,701	4,744	1,803
Freestone	17.8	.0074	36.8	8.6	13.4	15.3	36.6	6.5	56,801	18,500	6,084	3,212	1,412	9,342	1,475
Frio	15.0	.0062	27.1	10.3	14.5	15.9	22.7	4.4	35,050	11,459	2,680	1,337	394	6,844	1,244
Gaines	14.6	.0061	28.5	10.7	14.9	18.8	21.5	4.7	56,437	16,939	5,119	986	2,944	21,262	2,226

TEXAS (cont.)

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Garza	5.2	.0022	32.6	9.5	13.7	18.0	28.8	1.8	20,706	8,045	1,191	364	659	860	360
Gillespie	16.0	.0066	42.3	7.4	11.8	16.9	41.8	6.3	101,846	26,659	7,716	5,014	4,506	18,251	2,028
Glasscock	1.3	.0006	27.1	9.9	15.9	17.8	19.7	.4	758	542	134				
Goliad	5.5	.0023	34.5	9.1	13.7	16.7	32.7	1.9	20,006	8,492	1,241	512	185	4,495	900
Gonzales	17.1	.0071	35.3	9.1	12.8	15.7	34.7	6.0	102,253	27,606	6,237	15,406	4,547	17,336	3,552
Gray	26.7	.0111	35.0	10.1	14.6	18.9	31.2	10.4	204,129	57,237	14,895	24,343	10,330	36,588	4,038
Grimes	18.0	.0075	39.2	8.8	12.8	14.1	40.2	5.4	85,345	14,482	4,207	13,322	1,128	24,344	1,549
Hale	38.5	.0160	30.0	11.2	14.9	17.4	25.3	12.7	149,944	34,768	12,457	22,052	6,043	37,526	5,300
Hall	5.4	.0022	39.3	7.4	12.4	16.2	39.1	2.1	16,995	8,504	1,211	1,597	261	1,697	716
Hamilton	9.0	.0037	47.2	6.8	10.7	15.5	47.3	3.8	28,865	8,864	2,005	2,054	1,323	3,725	1,719
Hansford	6.4	.0027	31.9	9.6	16.3	20.6	24.3	2.4	31,414	7,596	2,027	1,398	1,268	10,987	1,244
Hardeman	6.2	.0026	40.2	7.6	11.3	15.9	40.2	2.4	19,058	8,124	2,502	495	306	964	514
Hartley	4.5	.0019	34.7	6.8	14.8	21.1	28.5	1.4	18,537	7,676	347		1,978	5,836	
Haskell	7.6	.0031	42.0	7.5	11.1	15.3	41.8	2.9	33,567	7,706	1,926	2,246	749	11,244	1,496
Hemphill	6.4	.0027	28.6	12.8	17.7	17.6	21.1	2.2	30,405	5,398	1,812		853	5,283	1,382
Henderson	56.4	.0234	39.1	8.7	12.2	17.8	37.3	21.9	174,863	46,558	9,908	16,450	3,191	36,716	8,535
Hill	27.6	.0115	40.6	8.3	12.1	15.9	40.4	10.6	136,572	31,986	10,604	12,695	2,578	29,161	4,197
Hockley	25.0	.0103	28.1	13.6	15.1	17.5	22.2	8.3	95,262	27,929	7,679	6,658	1,227	30,972	2,958
Hood	26.1	.0109	36.8	9.2	15.0	18.3	34.1	10.1	110,090	24,242	9,948	13,883	1,421	30,574	2,382
Hopkins	28.8	.0119	35.1	9.3	15.1	17.1	33.0	10.9	140,347	30,016	15,940	13,239	2,864	37,896	4,163
Houston	24.4	.0102	35.1	9.0	18.1	16.8	33.4	8.4	78,098	19,019	4,869	6,841	2,632	25,184	2,982
Howard	34.8	.0144	33.7	10.6	14.9	19.3	28.8	13.0	272,104	63,894	24,943	38,224	8,157	63,135	6,900
Hudspeth	2.6	.0011	27.6	10.7	14.7	18.0	21.2	.8	5,689	2,256	190	86	71	820	
Hunt	64.7	.0269	34.4	12.1	13.8	19.3	29.9	24.1	302,323	80,405	27,532	30,450	12,172	51,535	9,358
Hutchinson	27.7	.0115	33.9	10.3	15.4	17.3	30.9	10.5	167,056	49,385	14,878	17,031	5,151	32,241	6,305
Irion	1.6	.0006	34.3	8.7	14.0	19.7	29.3	.5	2,305	904				44	
Jack	8.0	.0034	37.1	9.1	14.1	16.8	35.7	3.0	26,067	7,327	3,719	1,472	543	5,234	650
Jackson	13.8	.0057	33.3	10.3	14.3	17.9	29.6	4.9	68,339	21,641	3,055	3,202	1,609	23,961	1,629
Jasper	34.6	.0143	33.3	9.3	14.1	18.4	29.2	12.3	165,214	37,991	8,165	18,494	5,269	35,628	4,310
Jeff Davis	1.8	.0008	34.6	8.5	15.1	18.7	30.7	.6	4,889	3,115	824				
Jim Hogg	5.4	.0022	30.2	9.8	14.1	16.7	26.4	1.8	40,224	7,980	1,813	2,070	1,426	8,382	1,301
Jim Wells	39.4	.0164	29.0	10.8	15.6	17.3	23.4	12.4	233,140	63,113	17,419	16,672	7,754	56,914	4,615
Jones	18.5	.0076	37.7	7.9	12.6	17.2	36.1	6.8	77,046	16,254	3,730	2,204	1,160	28,620	2,749
Karnes	13.6	.0057	32.7	10.3	13.4	15.2	31.7	4.6	78,114	20,830	5,080	3,091	1,992	25,132	1,455
Kendall	14.4	.0060	37.7	7.5	12.8	21.8	32.4	5.0	73,847	17,709	5,094	1,866	923	30,069	1,388
Kenedy	.5	.0002	31.2	14.0	9.4	17.0	29.4	.2	2,342	950		1,392			
Kent	1.2	.0005	41.9	9.1	11.0	16.1	40.6	.4	5,796	1,231	129	1,165	96	1,805	
Kerr	35.8	.0148	43.0	8.2	12.0	15.8	43.1	14.0	191,133	48,224	17,606	20,906	6,863	26,375	5,032
Kimble	4.2	.0018	40.0	7.2	11.8	17.8	38.7	1.6	34,346	7,350	2.696	2,088	435	6,510	239
King	.4	.0001	28.8	12.3	16.5	17.4	22.3	.2	1,268	113				74	
Kinney	2.6	.0011	34.5	8.1	13.1	14.6	34.7	.8	3,335	555	379	63	55	1,283	
Kleberg	34.1	.0142	25.9	18.7	18.3	15.5	17.9	10.8	181,414	58,731	21,329	14,251	6,434	32,869	3,188
Knox	5.2	.0021	41.2	8.0	10.9	15.5	40.9	1.9	15,803	7,352	767	450	128	977	1,691
Lamar	45.2	.0188	35.2	9.7	13.7	18.0	32.3	17.0	234,010	44,644	20,080	36,099	10,638	46,548	7,060
Lamb	18.6	.0077	32.7	9.2	13.4	17.1	29.8	6.3	57,781	18,383	3,527	2,009	1,584	11,932	2,684
Lampasas	14.0	.0058	35.6	8.2	14.1	19.1	31.6	5.2	48,358	10,934	3,168	5,726	1,098	13,812	1,667
La Salle	5.9	.0025	29.6	9.8	13.9	17.0	25.5	1.9	13,854	3,491	567	2,608	54	2,491	720
Lavaca	20.1	.0083	40.3	8.3	12.3	15.1	40.6	7.6	97,463	32,502	3,193	2,993	4,371	20,316	4,082
Lee	13.2	.0055	34.8	9.6	13.0	16.2	33.5	4.7	125,420	31,858	10,831	2,732	8,993	22,839	2,333
Leon	11.9	.0050	42.8	7.3	11.3	15.2	43.1	5.0	55,740	12,922	5,899	1,612	3,757	7,198	1,359
Limestone	23.2	.0096	38.9	9.1	13.2	15.9	38.5	8.4	83,406	25,742	3,822	8,267	3,536	13,155	2,249
Lipscomb	4.1	.0017	33.2	8.6	15.4	19.0	28.2	1.4	13,883	4,003	1,628	637	266	1,921	205
Live Oak	10.9	.0045	33.1	10.0	14.8	17.8	29.4	3.7	47,409	12,807	3,328	141	367	11,952	956
Llano	12.3	.0051	55.8	5.1	9.2	14.0	56.6	5.3	45,022	12,922	2,999	1,568	1,612	8,906	1,237
Loving	.1	.0001	44.0	10.0	8.0	26.0	42.0	.1	246	104					
Lynn	8.4	.0035	31.8	9.5	12.4	18.2	27.8	2.7	13,337	4,999	689	499	178	4,964	437
McCulloch	9.1	.0038	41.3	7.1	11.9	15.3	41.5	3.5	41,098	13,918	3,108	2,808	3,140	9,443	643
McMullen	.8	.0003	37.7	9.0	13.3	19.5	34.2	.3	2,216	892	101			101	
Madison	11.6	.0048	28.4	24.1	11.1	13.3	29.4	3.5	52,064	11,323	5,606	1,682	1,694	11,485	1,793
Marion	11.2	.0047	37.2	9.1	12.3	16.7	35.9	4.3	26,696	4.688	2,310	1,072	489	7,397	1,736
Martin	4.8	.0020	32.4	8.5	13.7	19.1	27.3	1.6	18,862	2,176	714		60	9,647	234
Mason	3.9	.0016	43.4	6.5	12.2	16.3	43.3	1.6	12,798	3,324	1,134	518	217	1,889	356
Matagorda	43.7	.0182	29.9	12.1	17.2	17.5	23.8	15.5	183,600	55,285	17,592	7,928	5,630	38,052	4,996
Maverick	38.7	.0160	24.7	11.1	15.0	16.7	17.8	9.6	157,464	40,743	6,012	15,691	6,700	18,208	4,210
Medina	25.7	.0107	32.8	8.8	14.3	17.9	29.0	8.6	117,565	27,823	5,518	6,281	1,879	57,462	1,838
Menard	2.4	.0010	41.6	6.5	12.2	15.5	41.9	.9	10,963	4,188	276			2,463	133
Milam	24.8	.0103	35.9	8.7	13.2	16.4	34.5	8.9	68,272	14,799	3,194	9,173	2,021	14,982	2,291
Mills	4.7	.0020	47.1	6.6	10.7	15.4	47.3	1.9	16,062	3,977	823	280	444	1,490	623
Mitchell	9.1	.0037	36.3	8.3	12.9	14.9	36.4	3.3	45,289	13,197	2,833	1,003	1,547	7,621	3,059
Montague	18.6	.0078	40.6	8.2	12.0	17.1	39.7	7.3	78,782	17,169	4,646	13,155	2,559	20,910	3,638
Moore	17.8	.0074	29.4	10.5	16.5	19.0	21.7	6.0	90,085	23,848	6,534	7,436	4,066	19,356	2,856
Morris	15.6	.0065	32.9	10.3	15.4	17.8	29.0	5.5	61,105	19,350	3,445	1,907	2.488	13,497	2,469
Motley	1.8	.0008	43.5	6.8	12.8	13.7	44.1	.8	3,807	1,038	97	79		1,030	276
Nacogdoches	53.0	.0220	28.2	22.4	16.0	14.9	24.3	18.9	247,790	56,468	17,799	17,643	11,064	53,172	10,418
Navarro	39.5	.0164	36.8	9.2	13.7	16.6	35.5	15.1	230,947	44,502	17,715	16,193	7,818	48,774	5,874
Newton	14.4	.0059	32.3	8.9	13.9	17.8	28.4	5.1	28,691	10,696	1,059	1,222	262	5,813	1,278
Nolan	17.8	.0074	34.3	8.9	14.9	17.2	31.8	6.5	106,639	23,376	8,100	8,530	2,410	20,063	6,474
Ochiltree	10.5	.0044	30.1	12.0	17.7	18.3	23.0	3.7	78,266	19,002	5,951	4,727	1,670	19,233	3,189
Oldham	2.4	.0010	27.4	8.1	14.6	18.5	20.4	.7	7,751	1,871	858		102	167	299
Palo Pinto	26.0	.0108	35.6	9.6	14.2	18.1	32.6	9.9	180,516	44,568	12,868	8,611	5,725	42,218	6,236
Panola	24.0	.0100	34.6	10.0	14.2	17.9	31.5	8.5	91,530	23,074	5,855	5,445	1,907	27,811	3,421

TEXAS (cont.)

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Parmer	11.2	.0047	29.1	9.7	15.3	18.8	22.3	3.4	18,910	7,048	1,139	310	178	6,611	327
Pecos	16.1	.0067	27.7	11.2	15.8	18.7	19.7	4.8	114,437	33,258	8,148	7,284	3,941	19,208	2,200
Polk	32.1	.0133	37.1	8.4	12.7	16.5	36.0	12.0	118,259	28,806	6,813	16,505	3,557	22,725	2,423
Presidio	5.4	.0022	32.6	8.1	12.1	17.0	30.0	1.8	19,905	2,933	832	6,877	803	1,737	298
Rains	5.9	.0025	40.3	8.2	12.1	17.9	38.9	2.5	16,475	6,499	325		3,410	1,018	684
Reagan	4.9	.0021	26.3	12.0	18.4	15.9	18.1	1.4	26,132	6,263	1,424	1,509		10,721	483
Real	2.7	.0011	37.8	7.4	11.1	18.9	35.0	1.0	5,903	2,034	581			525	269
Red River	16.7	.0069	38.1	8.0	12.7	15.8	37.8	6.4	81,916	13,650	3,265	17,634	1,355	5,441	1,779
Reeves	15.7	.0065	27.4	10.9	15.3	17.4	20.8	4.8	83,073	23,774	4,840	6,415	2,136	25,312	3,145
Refugio	9.4	.0039	33.0	10.4	13.3	17.7	29.6	3.2	57,537	14,185	5,003	1,537	428	13,583	1,491
Roberts	1.1	.0005	32.6	7.4	15.7	20.0	26.1	.4	4,053	1,657	180		586		
Robertson	15.7	.0065	37.6	8.4	11.7	14.3	38.4	6.1	68,130	18,191	3,355	9,520	737	20,500	2,143
Runnels	12.2	.0051	38.8	8.2	11.8	15.9	38.4	4.7	65,391	21,353	3,856	3,871	1,252	15.701	1,578
Rusk	46.6	.0194	35.1	9.2	14.6	16.7	33.5	16.8	154,202	32,373	10,253	20,724	8,521	37,185	5,808
Sabine	10.3	.0042	40.7	8.6	10.8	16.2	40.3	4.1	33,690	8,358	1,318	1,147	1,910	7,832	1,358
San Augustine	8.8	.0037	38.7	8.2	11.3	16.9	37.5	3.3	25,540	5,365	1,404	990	1,312	7,996	1,301
San Jacinto	15.1	.0063	35.3	8.1	13.2	19.2	31.3	5.7	17,167	6,497	1,343	175	182	3,532	557
San Saba	5.9	.0024	41.5	6.2	12.2	15.6	41.7	2.5	18,902	6,393	473	553	520	5.833	320
Schleicher	3.1	.0013	32.1	10.4	15.3	18.1	27.5	1.0	7,284	3,872	444	850		1,475	
Scurry	19.8	.0082	31.8	11.6	15.0	17.7	27.6	7.1	99,593	25,407	10,374	8,675	4,789	23,284	4,331
Shackelford	4.3	.0018	36.2	9.1	13.9	16.3	35.1	1.6	14,537	4,816	1,100	264	227	3,335	514
Shelby	25.1	.0104	36.9	8.9	12.9	17.1	35.2	9.4	98,002	27,054	3,529	13,057	4,286	15,544	4,848
Sherman	3.0	.0013	33.8	8.8	15.1	20.8	27.4	1.1	7,795	623	247	118	152	3,792	118
Somervell	4.8	.0020	31.9	10.8	17.5	16.6	28.0	1.9	10,692	5,680	1,262	482	226	852	275
Starr	34.9	.0145	25.2	10.6	13.4	16.9	20.1	8.9	83,925	36,042	3,831	4,752	4,612	11,418	781
Stephens	10.7	.0045	36.2	9.1	14.2	17.4	34.1	4.3	65,397	17,966	4,935	1,756	1,517	18,611	6,525
Sterling	1.4	.0005	32.0	9.8	14.9	16.6	28.9	.4	3,915	1,941					
Stonewall	2.3	.0010	41.8	7.9	11.5	16.8	41.0	1.0	7,322	2,563	1,544		49	816	573
Sutton	6.2	.0026	29.0	10.6	19.2	18.9	19.5	1.9	28,646	7,567	3,843	1,051	382	8,184	361
Swisher	9.4	.0039	32.7	9.2	13.0	18.3	28.6	3.3	34,796	10,718	2,159	1,497	280	6,780	4,400
Terrell	1.4	.0006	33.0	7.9	15.9	19.2	27.7	.6	6,915	364	425	685	71	2,595	
Terry	15.1	.0063	30.3	10.3	14.0	18.2	25.2	5.2	68,857	18,678	4,507	5,305	1,443	19,451	3,730
Throckmorton	2.1	.0008	43.3	6.9	10.5	18.0	43.3	.9	8,213	2,269	304			2,938	237
Titus	24.2	.0101	33.6	10.0	15.0	16.9	30.9	8.7	165,374	27,554	11,693	19,395	6,276	33,014	8,220
Trinity	11.4	.0047	40.5	7.6	11.5	16.7	40.0	4.5	38,416	11,628	1,741	1,564	420	11,119	1,186
Tyler	21.6	.0090	37.7	8.0	11.8	17.7	35.8	8.0	65,419	20,151	2,237	11,089	1,354	17,420	2,865
Upshur	33.7	.0140	33.9	9.3	14.8	18.1	30.2	12.0	100,143	17,794	5,848	8,503	1,170	27,111	4,169
Upton	5.1	.0021	28.6	11.8	15.5	17.5	22.6	1.7	19,206	8,414	1,172	1,531	200	501	407
Uvalde	24.6	.0102	29.9	10.9	14.4	17.1	25.5	7.7	103,664	31,093	8,689	9,418	3,243	15,086	3,161
Val Verde	42.3	.0176	26.6	12.2	16.9	17.4	18.5	12.4	223,600	59,435	20,369	16,365	6,819	53,212	2,830
Van Zandt	39.4	.0163	38.6	7.7	12.6	19.1	35.9	14.7	109,706	25,080	4,883	2,748	1,638	28,835	8,610
Walker	50.1	.0208	29.7	22.0	21.7	18.9	19.5	15.1	246,263	52,304	33,653	23,488	6,330	50,271	6,259
Ward	15.1	.0063	29.6	10.8	16.1	18.4	22.9	5.0	72,402	21,250	5,707	7,590	3,386	15,336	1,998
Washington	24.7	.0102	35.7	11.8	13.6	16.0	34.8	8.8	211,955	55,115	10,461	16,864	7,598	46,602	8,491
Wharton	43.0	.0179	31.9	10.9	15.2	17.2	28.1	15.2	237,270	58,768	17,184	20,108	10,412	70,768	6,786
Wheeler	8.1	.0033	36.8	8.9	13.0	17.7	34.6	3.2	43,484	13,447	4,119	1,946	1,256	8,223	1,315
Wilbarger	16.7	.0069	37.2	9.3	13.6	16.0	36.6	6.2	85,052	22,677	8,586	9,763	2,982	15,913	4,122
Willacy	18.5	.0077	27.1	10.6	14.4	15.4	23.3	4.9	52,102	17,034	1,954	2,520	3,391	14,101	1,399
Wilson	19.3	.0080	32.3	9.3	14.7	18.2	27.9	6.4	64,982	23,109	2,197	3,936	1,377	17,928	1,056
Winkler	10.5	.0043	30.1	10.9	15.0	18.0	24.6	3.5	63,994	9,457	3,587	3,895	3,371	19,415	2,657
Wise	32.8	.0136	34.4	9.3	14.6	20.4	28.8	11.7	163,465	32,882	3,726	14,101	1,359	67,710	2,722
Wood	29.5	.0123	39.1	9.5	12.3	17.0	38.0	11.1	114,555	32,416	6,436	12,369	2,916	25,026	4,483
Yoakum	9.7	.0040	28.6	11.1	17.0	18.3	20.8	3.3	38,490	13,591	1,210	2,324	689	8,960	532
Young	21.2	.0088	36.7	9.1	14.3	17.4	34.7	8.4	103,105	27,992	7,683	17,311	4,339	19,806	2,211
Zapata	8.2	.0034	32.4	8.8	12.1	14.5	32.4	2.5	21,483	8,369	1,831	643	335	2,337	309
Zavala	12.0	.0050	26.0	10.4	14.7	14.8	22.0	3.2	26,153	10,868	2,538	714	1,141	2,302	1,006
TOTAL METRO COUNTIES	**13,141.3**	**5.4561**	**29.3**	**13.1**	**19.3**	**19.0**	**20.3**	**4,652.4**	**85,075,754**	**17,568,433**	**8,869,732**	**10,463,909**	**4,428,171**	**17,874,253**	**2,013,647**
TOTAL STATE	**16,408.7**	**6.8133**	**30.1**	**12.5**	**18.3**	**18.6**	**22.5**	**5,810.3**	**99,656,093**	**21,370,316**	**9,925,958**	**11,673,794**	**4,889,778**	**21,138,752**	**2,481,519**

TEXAS

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
ABILENE	**1,275,362**	**20,894**	**27.4**	**28.1**	**13.6**	**10.5**	**.0569**
Taylor	1,275,362	20,894	27.4	28.1	13.6	10.5	.0569
• Abilene	1,154,416	20,931	27.6	28.3	13.6	10.4	.0519
SUBURBAN TOTAL	120,946	20,531	25.2	25.9	13.8	11.5	.0050
AMARILLO	**2,351,983**	**23,626**	**23.9**	**28.8**	**15.8**	**13.3**	**.0880**
Potter	1,043,776	19,035	28.7	28.9	11.8	6.7	.0488
• Amarillo	1,834,515	21,778	26.1	29.3	14.5	10.2	.0750
Randall	1,308,207	30,770	18.1	28.3	20.9	21.5	.0392
SUBURBAN TOTAL	517,468	38,136	11.9	24.8	23.3	31.3	.0130
AUSTIN	**8,713,829**	**24,365**	**22.9**	**25.4**	**16.2**	**16.9**	**.3079**

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
Hays	489,204	20,376	26.0	23.3	13.2	13.9	.0173
Travis	6,991,998	24,031	23.3	25.5	15.5	17.1	.2508
• Austin	5,385,477	22,379	24.6	26.0	14.6	14.6	.2073
Williamson	1,232,627	28,698	18.5	26.4	21.0	17.2	.0398
SUBURBAN TOTAL	3,328,352	29,207	19.3	24.4	19.1	21.5	.1006
BEAUMONT - PORT ARTHUR	**4,615,967**	**27,281**	**18.8**	**26.4**	**19.9**	**15.8**	**.1669**
Hardin	469,430	26,076	17.9	30.6	19.7	11.0	.0161
Jefferson	3,096,535	26,426	19.4	25.5	19.0	16.1	.1145
• Beaumont	1,464,964	24,301	20.8	24.1	17.1	16.1	.0598
• Port Arthur	680,654	22,620	20.3	26.7	16.5	11.8	.0256

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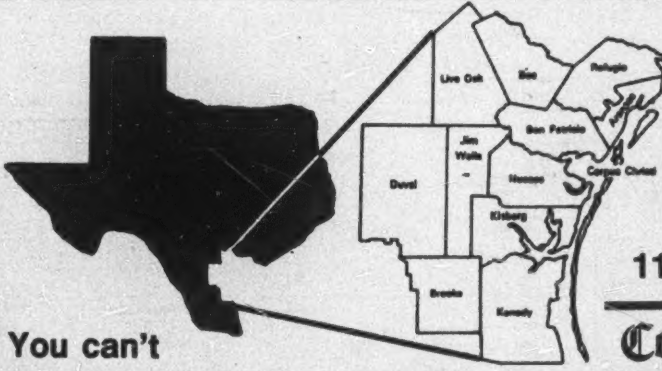
TEXAS (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Orange	1,050,002	30,161	16.9	27.6	22.3	17.5	.0363
SUBURBAN TOTAL	2,470,349	30,095	16.9	27.8	22.7	17.0	.0815
BRAZORIA	**2,607,219**	**33,818**	**14.4**	**26.0**	**25.7**	**21.9**	**.0837**
Brazoria	2,607,219	33,818	14.4	26.0	25.7	21.9	.0837
SUBURBAN TOTAL	2,607,219	33,818	14.4	26.0	25.7	21.9	.0837
BROWNSVILLE - HARLINGEN	**1,677,039**	**16,919**	**28.5**	**24.7**	**10.2**	**8.0**	**.0790**
Cameron	1,677,039	16,919	28.5	24.7	10.2	8.0	.0790
• Brownsville	637,325	16,871	27.9	24.5	10.1	8.2	.0340
• Harlingen	411,001	17,530	29.0	25.2	10.5	8.3	.0215
SUBURBAN TOTAL	628,713	16,609	29.1	24.5	10.0	7.5	.0235
BRYAN - COLLEGE STATION	**1,270,827**	**20,889**	**24.7**	**22.6**	**13.7**	**15.3**	**.0480**
Brazos	1,270,827	20,889	24.7	22.6	13.7	15.3	.0480
• Bryan	693,289	23,184	23.6	25.3	14.7	16.4	.0267
• College Station	468,012	16,647	26.8	18.3	11.2	13.1	.0184
SUBURBAN TOTAL	109,526	27,673	21.1	25.4	19.7	18.9	.0029
CORPUS CHRISTI	**3,655,862**	**23,195**	**23.4**	**26.9**	**16.7**	**12.8**	**.1438**
Nueces	3,088,029	23,389	23.4	26.8	16.9	13.1	.1224
• Corpus Christi	2,812,325	23,735	23.3	27.1	17.2	13.2	.1116
San Patricio	567,833	22,260	23.2	27.6	15.9	11.0	.0214
SUBURBAN TOTAL	843,537	21,594	23.6	26.4	15.4	11.5	.0322
DALLAS	**31,808,658**	**28,110**	**20.5**	**26.7**	**18.0**	**20.4**	**1.1108**
Collin	2,934,989	39,054	13.0	20.8	21.3	35.0	.0932
Plano	1,606,675	46,934	8.4	18.2	23.9	44.8	.0517
Dallas	24,600,118	27,015	21.5	27.8	17.3	18.9	.8815
Carrollton	900,476	37,677	12.7	26.6	25.7	29.2	.0286
• Dallas	13,639,398	23,148	24.7	26.9	13.8	16.4	.5045
Garland	2,215,723	33,680	14.8	30.8	26.1	21.1	.0711
Grand Prairie	1,067,163	28,961	18.9	31.2	21.0	16.8	.0345
• Irving	1,781,913	29,828	19.9	31.5	20.3	19.3	.0641
Mesquite	973,634	32,561	15.9	31.3	25.0	19.5	.0379
Richardson	1,358,170	42,866	11.3	20.7	24.9	37.9	.0487
Denton	2,706,200	33,021	16.8	24.0	21.6	24.9	.0830
• Denton	643,791	22,497	23.7	24.0	13.8	16.9	.0252
Ellis	746,878	25,295	20.3	26.6	18.5	14.1	.0257
Kaufman	495,577	22,360	22.4	24.3	16.6	13.4	.0179
Rockwall	324,896	31,979	14.8	25.6	20.3	24.5	.0095
SUBURBAN TOTAL	15,743,556	33,417	15.9	26.4	22.2	24.9	.5170
DALLAS - FORT WORTH CONSOLIDATED AREA	***46,909,379***	***27,921***	***20.5***	***27.2***	***18.3***	***19.5***	***1.6434***
EL PASO	**4,562,671**	**19,977**	**28.6**	**26.3**	**13.0**	**10.6**	**.1797**
El Paso	4,562,671	19,977	28.6	26.3	13.0	10.6	.1797
• El Paso	4,098,045	20,246	27.7	26.3	13.4	10.9	.1643
SUBURBAN TOTAL	464,626	18,055	35.8	26.5	9.5	8.0	.0154
FORT WORTH - ARLINGTON	**15,100,721**	**27,560**	**20.6**	**27.9**	**18.9**	**17.7**	**.5326**
Johnson	989,141	26,324	20.6	28.9	20.1	13.0	.0338
Parker	636,194	25,573	20.8	27.0	19.0	14.3	.0209
Tarrant	13,475,386	27,764	20.6	27.9	18.8	18.2	.4779
• Arlington	3,193,216	31,451	18.3	28.2	21.3	21.8	.1104
• Fort Worth	5,163,510	22,398	24.8	27.0	14.6	13.7	.2003
SUBURBAN TOTAL	6,743,995	30,411	18.0	28.6	21.6	19.3	.2219
GALVESTON - TEXAS CITY	**2,679,724**	**27,413**	**20.3**	**25.4**	**20.2**	**17.3**	**.0940**
Galveston	2,679,724	27,413	20.3	25.4	20.2	17.3	.0940
• Galveston	730,044	20,330	25.4	24.3	14.9	11.6	.0279



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TEXAS (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
• Texas City	517,423	29,759	19.2	26.7	23.5	16.4	.0192
SUBURBAN TOTAL	1,432,257	31,437	17.5	25.5	22.4	21.4	.0469
HOUSTON	**42,698,869**	**28,695**	**19.7**	**27.0**	**19.7**	**19.4**	**1.4943**
Fort Bend	2,633,568	35,254	13.8	25.0	25.6	24.9	.0761
Harris	37,181,326	28,376	20.1	27.1	19.3	19.3	1.3193
• Baytown	752,534	29,431	18.1	26.8	22.1	17.4	.0281
• Houston	22,484,531	25,192	22.9	27.7	16.5	16.5	.8552
Pasadena	1,470,121	29,470	18.9	31.4	21.7	16.8	.0534
Liberty	591,236	24,003	19.4	27.9	17.5	11.9	.0220
Montgomery	2,066,589	29,572	17.7	28.1	21.6	18.1	.0652
Waller	226,150	24,050	19.2	25.9	16.3	14.9	.0117
SUBURBAN TOTAL	19,461,804	33,600	15.1	26.2	23.9	23.6	.6110
HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA	***47,965,812***	***28,901***	***19.4***	***26.9***	***20.0***	***19.4***	***1.6720***
KILLEEN - TEMPLE	**2,301,818**	**20,066**	**30.3**	**27.3**	**12.9**	**9.9**	**.0839**
Bell	1,627,888	19,224	30.8	26.4	12.6	9.0	.0638
• Killeen	503,521	17,654	37.6	26.1	11.1	6.0	.0231
• Temple	497,474	20,422	25.6	26.6	14.1	10.3	.0210
Coryell	673,930	23,117	28.6	30.7	14.0	13.1	.0201
SUBURBAN TOTAL	1,300,823	21,564	28.2	28.5	13.4	12.0	.0398
LAREDO	**709,915**	**15,135**	**28.2**	**22.0**	**9.6**	**7.0**	**.0433**
Webb	709,915	15,135	28.2	22.0	9.6	7.0	.0433
• Laredo	617,729	14,570	29.1	21.8	8.8	6.0	.0407
SUBURBAN TOTAL	92,186	27,522	16.6	25.4	19.0	18.5	.0026
LONGVIEW - MARSHALL	**1,914,517**	**24,096**	**21.1**	**27.3**	**16.9**	**13.6**	**.0758**
Gregg	1,316,473	24,584	21.3	27.8	17.0	14.1	.0544
• Longview	894,493	25,403	21.2	28.9	16.9	14.9	.0386
Harrison	598,044	23,113	20.6	26.5	16.8	12.6	.0214
• Marshall	259,839	20,371	22.6	24.4	14.3	11.9	.0115
SUBURBAN TOTAL	760,185	23,906	20.4	26.8	18.0	12.7	.0257
LUBBOCK	**2,306,797**	**21,034**	**26.7**	**27.5**	**14.3**	**10.7**	**.0925**
Lubbock	2,306,797	21,034	26.7	27.5	14.3	10.7	.0925
• Lubbock	1,934,205	21,069	26.5	27.1	14.3	11.1	.0798
SUBURBAN TOTAL	372,592	20,882	27.8	29.2	14.0	9.0	.0127
McALLEN - EDINBURG - MISSION	**2,156,484**	**15,667**	**30.3**	**22.5**	**9.3**	**7.0**	**.1019**
Hidalgo	2,156,484	15,667	30.3	22.5	9.3	7.0	.1019
• Edinburg	206,624	16,920	26.3	25.5	10.3	7.2	.0096
• McAllen	672,411	19,758	26.7	25.5	12.6	11.4	.0370
• Mission	191,174	15,960	32.4	23.0	9.3	6.9	.0083
SUBURBAN TOTAL	1,086,275	14,216	32.0	20.6	7.7	5.1	.0470
MIDLAND	**1,716,154**	**30,404**	**18.1**	**26.9**	**18.3**	**24.0**	**.0642**
Midland	1,716,154	30,404	18.1	26.9	18.3	24.0	.0642
• Midland	1,576,945	30,492	18.1	26.3	18.1	24.5	.0595
SUBURBAN TOTAL	139,209	29,738	18.5	32.9	20.5	18.5	.0047
ODESSA	**1,735,538**	**26,987**	**21.0**	**29.1**	**18.5**	**16.0**	**.0723**
Ector	1,735,538	26,987	21.0	29.1	18.5	16.0	.0723
• Odessa	1,377,720	27,152	20.5	28.1	18.9	16.5	.0609
SUBURBAN TOTAL	357,818	26,460	22.7	32.6	17.1	14.2	.0114

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
SAN ANGELO	**1,095,732**	**21,953**	**25.6**	**26.6**	**14.7**	**13.0**	**.0429**
Tom Green	1,095,732	21,953	25.6	26.6	14.7	13.0	.0429
• San Angelo	956,030	21,500	26.0	26.5	14.5	12.4	.0391
SUBURBAN TOTAL	139,702	26,284	21.9	26.5	17.0	18.8	.0038
SAN ANTONIO	**12,546,804**	**22,587**	**24.4**	**27.2**	**15.2**	**13.2**	**.4692**
Bexar	11,402,335	22,420	24.4	27.3	15.0	13.1	.4321
• San Antonio	8,297,704	20,649	26.0	27.0	13.5	11.0	.3383
Comal	563,835	24,882	24.6	26.4	18.0	15.6	.0180
Guadalupe	580,634	24,088	21.8	28.5	17.0	12.6	.0191
SUBURBAN TOTAL	4,249,100	28,785	19.8	27.9	19.7	19.1	.1309
SHERMAN - DENISON	**1,120,259**	**22,939**	**23.7**	**27.5**	**16.3**	**12.6**	**.0402**
Grayson	1,120,259	22,939	23.7	27.5	16.3	12.6	.0402
• Denison	279,069	21,946	23.1	27.4	15.4	11.2	.0109
• Sherman	382,296	23,676	24.6	29.2	16.5	12.6	.0161
SUBURBAN TOTAL	458,894	22,980	23.5	26.0	16.8	13.5	.0132
TEXARKANA	**1,120,252**	**19,043**	**25.4**	**27.0**	**13.0**	**7.8**	**.0456**
Bowie	754,411	18,890	25.9	26.7	12.9	7.7	.0319
• Texarkana	314,886	17,134	27.2	24.2	10.9	7.6	.0174
Miller, Ark.	*365,841*	*19,391*	*24.5*	*27.4*	*13.2*	*8.0*	*.0157*
• *Texarkana*	*214,872*	*18,620*	*25.5*	*26.9*	*12.2*	*7.8*	*.0095*
SUBURBAN TOTAL	590,494	20,486	24.3	28.6	14.5	8.0	.0187
TYLER	**1,830,375**	**25,148**	**21.5**	**27.2**	**16.6**	**16.2**	**.0654**
Smith	1,830,375	25,148	21.5	27.2	16.6	16.2	.0654
• Tyler	960,876	24,636	22.6	26.9	15.5	16.8	.0414
SUBURBAN TOTAL	869,499	25,757	20.3	27.5	17.7	15.5	.0240
VICTORIA	**852,222**	**25,636**	**21.3**	**27.7**	**19.8**	**13.5**	**.0341**
Victoria	852,222	25,636	21.3	27.7	19.8	13.5	.0341
• Victoria	627,885	24,381	22.9	26.8	19.3	12.8	.0281
SUBURBAN TOTAL	224,337	28,979	16.5	30.7	21.1	15.7	.0060
WACO	**1,907,771**	**19,867**	**25.4**	**25.8**	**13.5**	**10.4**	**.0734**
McLennan	1,907,771	19,867	25.4	25.8	13.5	10.4	.0734
• Waco	1,058,844	17,496	28.4	24.3	10.6	9.0	.0466
SUBURBAN TOTAL	848,927	24,002	21.0	28.1	17.6	12.3	.0268
WICHITA FALLS	**1,368,871**	**21,449**	**25.8**	**27.6**	**14.7**	**11.1**	**.0543**
Wichita	1,368,871	21,449	25.8	27.6	14.7	11.1	.0543
• Wichita Falls	1,079,285	20,805	26.6	27.4	13.5	11.1	.0445
SUBURBAN TOTAL	289,586	24,209	22.6	28.6	19.0	11.4	.0098
OTHER COUNTIES							
Anderson	410,227	19,093	22.7	25.4	13.5	9.2	.0163
Andrews	181,268	28,857	21.0	26.9	21.5	17.6	.0061
Angelina	698,604	22,155	22.2	27.9	15.9	10.8	.0267
Aransas	213,767	22,252	25.2	26.2	14.3	14.7	.0071
Archer	80,701	20,288	25.9	30.1	11.0	9.6	.0027
Armstrong	28,688	26,875	23.1	23.2	18.0	19.9	.0009
Atascosa	248,499	18,917	24.9	26.9	12.4	8.4	.0090
Austin	250,438	22,284	20.7	21.7	17.2	15.4	.0086
Bailey	60,379	14,867	33.1	21.9	6.2	7.7	.0024
Bandera	97,959	20,568	26.5	25.7	14.2	11.7	.0030

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S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Bastrop	321,670	19,259	25.5	24.5	13.9	10.1	.0109
Baylor	45,306	16,771	28.1	24.4	11.9	6.4	.0021
Bee	252,237	19,133	27.3	25.2	12.0	10.5	.0097
Blanco	62,393	18,224	29.4	25.3	11.0	9.1	.0019
Borden	6,043	13,583	30.0	16.6	9.7	6.7	.0002
Bosque	157,198	18,514	26.3	24.7	12.8	9.1	.0052
Brewster	64,675	16,130	27.8	24.5	10.9	5.0	.0027
Briscoe	19,162	12,951	31.3	18.7	8.0	4.0	.0006
Brooks	56,738	13,598	29.5	17.3	10.8	3.8	.0028
Brown	377,870	18,848	27.8	25.5	12.2	9.8	.0140
Burleson	130,373	18,643	22.2	25.6	12.8	9.0	.0051
Burnet	256,482	19,102	30.1	25.4	13.1	9.3	.0099
Caldwell	215,613	17,390	27.4	23.7	11.8	8.4	.0082
Calhoun	226,639	25,462	21.0	28.4	17.0	13.5	.0080
Callahan	118,286	18,629	25.2	28.1	12.2	6.5	.0039
Camp	113,587	21,691	21.0	25.2	15.1	12.6	.0037
Carson	78,816	26,437	20.5	30.1	18.2	14.9	.0023
Cass	303,744	20,413	21.9	24.9	15.2	10.7	.0101
Castro	69,270	15,477	32.9	24.0	7.6	6.3	.0028
Chambers	218,857	23,927	20.5	28.0	18.4	10.2	.0072
Cherokee	367,990	16,847	25.5	24.1	11.2	7.8	.0138
Childress	57,543	14,629	31.7	22.6	8.4	5.3	.0023
Clay	113,101	20,345	23.7	26.3	13.8	10.7	.0040
Cochran	34,552	14,241	32.5	20.2	7.5	6.4	.0013
Coke	36,636	19,037	27.3	21.4	15.9	10.7	.0012
Coleman	102,834	17,561	26.3	25.9	10.9	7.6	.0035
Collingsworth	42,262	16,417	25.1	22.1	9.5	11.8	.0016
Colorado	196,655	17,687	23.2	23.4	12.2	9.6	.0074
Comanche	117,702	15,007	28.9	20.0	9.0	8.4	.0042
Concho	26,731	16,280	29.3	25.1	8.8	7.7	.0010
Cooke	302,999	21,000	25.4	29.6	13.4	9.2	.0114
Cottle	30,482	16,107	28.3	18.4	8.4	13.3	.0009
Crane	57,265	28,969	20.5	25.2	24.4	14.6	.0022
Crockett	49,650	2[illegible],353	22.1	29.2	12.2	15.4	.0023
Crosby	52,574	12,796	33.7	16.3	6.2	5.5	.0021
Culberson	18,469	13,586	34.7	22.2	7.6	1.6	.0015
Dallam	53,434	15,580	31.2	26.4	7.0	4.6	.0020
Dawson	143,900	18,722	27.4	26.1	11.8	8.9	.0058
Deaf Smith	157,353	16,957	33.0	27.5	7.8	6.3	.0060
Delta	40,907	14,735	25.2	24.0	8.9	6.2	.0013
De Witt	183,031	17,166	24.5	22.0	11.9	10.0	.0070
Dickens	20,881	10,863	30.0	17.1	5.2	2.5	.0010
Dimmit	64,858	12,881	29.9	19.4	7.0	4.5	.0028
Donley	35,297	14,604	27.6	22.9	7.3	6.8	.0016
Duval	98,229	16,449	23.0	23.3	12.0	8.0	.0038
Eastland	183,472	15,598	29.0	23.7	9.3	6.0	.0070
Edwards	15,910	15,000	38.1	21.1	7.6	6.1	.0005
Erath	274,044	17,448	26.4	24.8	9.8	9.8	.0095
Falls	161,761	14,480	26.4	19.2	10.4	7.4	.0056
Fannin	233,177	16,457	26.3	25.7	9.4	6.2	.0084
Fayette	213,906	18,266	23.2	21.4	14.5	11.1	.0084
Fisher	49,721	17,071	26.8	27.5	7.9	7.2	.0017
Floyd	64,409	14,670	31.3	21.0	8.5	5.7	.0025
Foard	17,102	12,152	30.8	15.4	5.4	6.8	.0006
Franklin	81,859	18,350	25.7	25.7	12.3	8.7	.0026
Freestone	168,100	17,054	22.8	21.1	13.0	10.1	.0057
Frio	93,316	14,755	31.9	20.4	10.4	4.6	.0037
Gaines	129,886	19,313	27.1	24.8	12.7	11.3	.0047
Garza	51,017	19,333	28.1	24.0	13.1	11.4	.0018
Gillespie	152,608	18,035	30.2	28.3	9.6	6.8	.0061
Glasscock	9,382	15,571	32.2	20.8	6.5	10.5	.0005
Goliad	52,602	20,289	23.9	26.7	13.4	10.5	.0017
Gonzales	148,917	16,745	26.4	23.1	9.9	9.8	.0063
Gray	311,549	23,000	22.1	29.8	15.5	11.4	.0122
Grimes	136,930	16,521	23.6	23.4	11.0	8.3	.0057
Hale	299,735	17,047	29.7	24.8	9.8	7.3	.0117
Hall	31,082	9,690	28.5	14.1	2.8	3.4	.0013
Hamilton	88,614	15,486	28.2	23.4	9.7	6.0	.0031
Hansford	63,473	19,646	26.1	29.1	11.9	8.3	.0022
Hardeman	64,668	18,958	25.3	25.2	13.5	9.2	.0021
Hartley	46,225	24,458	24.1	29.9	12.9	15.6	.0016
Haskell	58,610	13,388	28.1	20.0	6.2	7.2	.0025
Hemphill	59,171	21,231	26.9	33.0	11.7	8.0	.0024
Henderson	608,514	20,288	25.5	27.0	13.4	10.2	.0192
Hill	257,491	16,602	27.2	23.6	10.7	8.1	.0098
Hockley	222,216	21,065	22.8	28.6	14.3	9.4	.0081
Hood	359,887	28,082	20.8	24.9	19.9	19.0	.0109
Hopkins	263,883	17,436	29.4	24.8	10.7	7.6	.0102

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Houston	216,424	15,718	25.3	20.1	10.5	10.1	.0075
Howard	353,739	19,679	25.8	26.9	13.1	9.3	.0151
Hudspeth	17,370	14,333	37.2	20.5	5.9	5.8	.0006
Hunt	685,521	21,482	23.2	26.3	14.6	12.1	.0242
Hutchinson	376,438	30,342	17.6	27.6	22.2	18.3	.0126
Irion	14,776	21,667	22.8	26.4	14.8	12.4	.0004
Jack	78,020	19,288	26.5	29.3	10.5	8.7	.0026
Jackson	13[illegible],707	20,897	23.4	27.5	13.6	10.9	.0052
Jasper	32[illegible],179	20,500	23.0	26.6	15.3	9.2	.0121
Jeff Davis	13,294	14,318	35.7	19.7	7.8	5.0	.0006
Jim Hogg	36,421	13,651	24.5	24.3	6.3	5.8	.0018
Jim Wells	292,119	17,173	25.2	26.8	9.9	7.0	.0135
Jones	164,282	16,639	26.1	25.0	8.9	8.2	.0061
Karnes	114,158	17,615	24.3	23.1	12.1	10.0	.0049
Kendall	150,433	22,000	23.9	23.6	15.7	14.4	.0054
Kenedy	7,686	14,000	29.5	20.0	5.5	9.5	.0002
Kent	8,359	14,455	30.4	21.5	10.8	4.8	.0004
Kerr	449,147	22,910	25.3	29.4	13.9	13.1	.0151
Kimble	33,510	16,250	26.9	29.5	8.1	4.3	.0017
King	4,160	16,273	40.5	29.5	5.5	2.0	.0002
Kinney	15,876	15,061	33.5	20.0	8.9	4.6	.0006
Kleberg	287,514	18,344	26.3	23.7	12.6	9.8	.0118
Knox	40,202	12,714	24.7	19.2	8.3	6.8	.0014
Lamar	435,352	18,589	25.2	25.2	11.9	9.7	.0166
Lamb	133,845	14,815	33.2	21.7	8.3	5.2	.0052
Lampasas	129,054	17,636	30.2	24.1	10.2	9.3	.0045
La Salle	39,191	13,000	27.2	16.9	9.4	4.9	.0015
Lavaca	190,678	18,073	22.8	24.2	12.7	9.3	.0072
Lee	111,303	16,481	25.0	22.8	13.0	6.8	.0058
Leon	114,962	14,583	22.3	21.9	9.3	9.1	.0042
Limestone	204,896	15,741	25.4	22.4	9.3	9.0	.0073
Lipscomb	40,133	20,970	25.6	27.0	11.5	13.7	.0015
Live Oak	89,765	17,739	27.3	25.4	10.9	8.5	.0036
Llano	131,257	16,311	32.6	22.0	9.8	7.8	.0042
Loving	2,342	9,029	1.0	10.0	3.0	3.0	.0000
Lynn	51,430	13,750	30.9	21.2	7.3	4.3	.0020
McCulloch	78,494	14,607	30.9	19.3	6.9	9.0	.0030
McMullen	9,191	22,182	28.4	28.9	19.7	7.3	.0003
Madison	107,108	18,338	23.6	20.9	13.4	12.2	.0040
Marion	92,333	15,743	23.7	26.3	9.8	5.5	.0031
Martin	47,646	21,050	26.1	26.0	11.3	14.2	.0017
Mason	30,529	13,529	30.8	18.9	8.0	4.9	.0011
Matagorda	525,400	29,244	17.2	26.2	21.6	16.5	.0170
Maverick	175,508	12,865	33.4	20.4	5.6	2.8	.0098
Medina	218,659	18,711	28.0	26.6	11.8	8.5	.0085
Menard	14,739	11,730	33.0	16.8	5.0	2.3	.0007
Milam	228,358	18,143	21.6	20.5	16.2	10.0	.0076
Mills	48,523	18,811	27.3	26.9	11.5	8.3	.0016
Mitchell	80,007	16,111	25.9	21.2	9.8	9.7	.0031
Montague	164,626	16,345	29.3	25.1	9.8	5.6	.0063
Moore	176,831	24,278	23.1	35.0	17.3	9.0	.0065
Morris	135,050	20,206	21.0	28.8	15.8	5.9	.0050
Motley	14,747	11,730	29.8	15.8	7.6	4.4	.0006
Nacogdoches	469,422	16,402	27.6	23.4	10.0	8.3	.0181
Navarro	387,834	17,373	27.0	23.6	11.7	9.1	.0152
Newton	137,185	20,667	22.1	23.3	17.4	10.4	.0042
Nolan	180,988	20,212	25.2	26.3	13.5	10.7	.0070
Ochiltree	121,253	26,701	22.9	32.2	19.6	12.2	.0046
Oldham	15,295	15,467	38.6	22.3	7.6	7.1	.0007
Palo Pinto	266,119	18,970	27.4	27.2	10.8	9.2	.0109
Panola	226,669	20,732	22.7	27.8	15.6	8.0	.0079
Parmer	67,463	15,223	35.9	21.6	7.4	4.7	.0025
Pecos	139,548	23,632	24.0	30.0	18.7	9.6	.0064
Polk	281,361	15,780	29.5	21.2	10.5	7.9	.0101
Presidio	29,340	10,875	28.1	16.2	5.6	2.8	.0014
Rains	58,373	15,921	26.0	26.6	7.0	6.4	.0015
Reagan	43,396	24,700	24.1	33.1	16.6	10.5	.0017
Real	16,737	11,130	32.3	15.6	4.2	4.2	.0006
Red River	122,749	12,716	29.8	18.8	6.3	4.6	.0054
Reeves	123,875	18,903	25.1	26.5	11.2	9.6	.0052
Refugio	96,454	22,175	21.5	26.4	13.6	13.8	.0039
Roberts	12,084	21,917	24.8	28.7	11.7	15.3	.0004
Robertson	130,635	14,071	23.2	20.6	9.9	6.3	.0050
Runnels	114,186	17,667	26.5	26.3	10.4	7.6	.0045
Rusk	506,034	23,472	20.9	27.2	15.4	13.9	.0163
Sabine	86,454	14,280	26.9	21.7	9.2	4.9	.0031
San Augustine	74,077	14,899	27.8	20.9	8.2	8.0	.0026
San Jacinto	128,508	16,266	24.4	23.8	12.0	6.7	.0039

TEXAS (cont.)

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
San Saba	55,859	14,924	29.7	20.8	8.5	7.1	.0019
Schleicher	27,680	19,577	26.3	26.5	13.8	8.6	.0009
Scurry	231,888	24,552	23.1	28.3	14.4	16.4	.0079
Shackelford	46,843	20,086	24.9	25.5	12.6	12.1	.0015
Shelby	217,263	15,707	22.9	22.4	10.9	7.2	.0080
Sherman	47,574	24,333	25.2	26.7	18.3	14.6	.0014
Somervell	51,698	21,514	23.3	28.4	14.3	10.3	.0015
Starr	152,297	11,302	27.7	17.8	4.9	4.7	.0075
Stephens	107,925	18,393	26.9	26.5	12.0	7.6	.0042
Sterling	9,911	15,182	30.5	21.7	10.0	6.5	.0003
Stonewall	24,218	19,560	26.9	25.2	14.3	9.4	.0009
Sutton	55,484	21,049	25.1	31.4	13.7	7.3	.0021
Swisher	64,653	14,294	32.3	21.7	6.1	5.6	.0027
Terrell	16,909	20,000	18.7	25.3	11.5	13.2	.0005
Terry	135,537	19,500	25.7	27.5	11.8	9.5	.0051
Throckmorton	14,833	10,659	28.3	15.2	4.6	4.9	.0007
Titus	257,173	23,000	20.2	26.7	16.2	13.1	.0101
Trinity	99,528	15,069	24.1	23.8	9.7	6.4	.0037
Tyler	196,871	17,421	25.3	25.1	11.5	7.9	.0067
Upshur	322,048	21,310	23.0	29.0	14.6	9.0	.0106
Upton	48,072	21,250	24.5	25.1	14.6	13.0	.0017
Uvalde	184,275	16,693	30.1	23.8	10.5	7.3	.0076
Val Verde	302,445	16,577	31.8	24.3	9.1	7.2	.0137
Van Zandt	387,355	19,292	26.4	25.0	14.5	9.0	.0125
Walker	503,415	20,021	22.5	23.3	13.7	13.0	.0184
Ward	148,976	24,329	21.2	28.1	17.7	12.7	.0056
Washington	275,991	21,321	22.0	24.1	15.8	12.6	.0115
Wharton	411,577	20,755	21.7	26.2	15.2	10.1	.0161
Wheeler	85,050	17,609	24.9	24.6	10.8	9.6	.0032
Wilbarger	164,774	17,154	25.3	22.4	12.0	9.8	.0062
Willacy	101,286	12,904	30.3	18.2	7.0	5.9	.0045
Wilson	149,939	17,766	26.9	27.4	10.3	6.6	.0057
Winkler	100,554	24,691	18.8	30.3	17.7	11.0	.0040
Wise	362,815	24,493	21.7	27.2	16.5	14.6	.0126
Wood	294,895	19,018	25.5	25.3	13.9	9.0	.0103
Yoakum	111,376	28,344	17.0	29.6	23.3	13.3	.0036
Young	251,633	19,407	26.3	25.6	11.3	11.6	.0085
Zapata	45,944	12,430	30.8	18.4	6.4	4.4	.0019
Zavala	61,157	13,192	33.9	18.5	6.8	4.3	.0027
TOTAL METRO COUNTIES	**157,336,299**	**25,590**	**22.0**	**26.8**	**17.3**	**16.6**	**5.7309**
TOTAL STATE	**187,692,522**	**24,059**	**22.7**	**26.3**	**16.4**	**15.2**	**6.8568**

UTAH

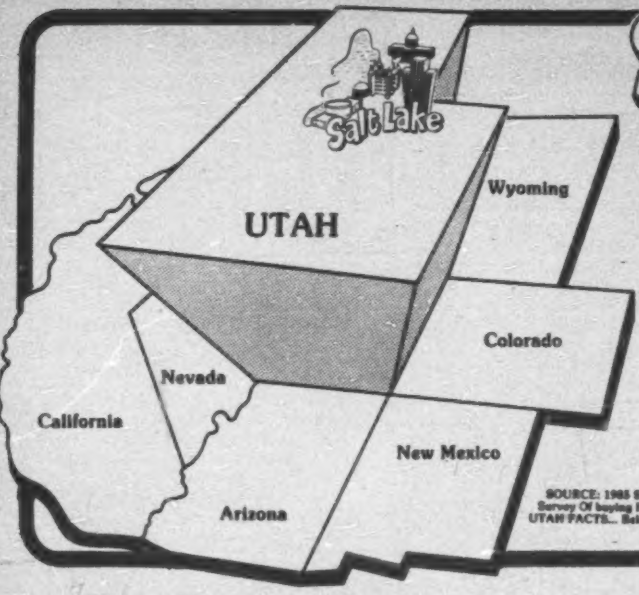
UTAH

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
PROVO - OREM	**255.9**	**.1062**	**22.8**	**20.1**	**16.5**	**12.7**	**14.4**	**68.7**	**857,604**	**199,547**	**55,976**	**118,921**	**49,191**	**165,439**	**28,989**
Utah	255.9	.1062	22.8	20.1	16.5	12.7	14.4	68.7	857,604	199,547	55,976	118,921	49,191	165,439	28,989
• Orem	62.3	.0259	22.0	13.2	18.4	13.7	12.3	16.7	312,604	59,377	17,034	73,296	18,511	42,298	9,659
• Provo	78.0	.0324	22.7	38.0	16.1	8.3	13.1	21.2	290,917	57,266	19,799	20,441	23,561	77,865	11,874
SUBURBAN TOTAL	115.6	.0479	23.5	11.7	15.8	15.1	16.6	30.8	254,083	82,904	19,143	25,184	7,119	45,276	7,456
SALT LAKE CITY - OGDEN	**1,044.2**	**.4337**	**26.9**	**12.1**	**18.5**	**16.9**	**18.1**	**336.3**	**5,178,783**	**1,139,821**	**409,249**	**703,389**	**343,597**	**1,047,747**	**129,412**
Davis	176.0	.0731	24.5	11.3	16.9	18.4	14.0	49.0	691,271	172,134	33,134	78,610	50,129	189,770	8,146
Salt Lake	707.9	.2940	27.2	12.2	19.4	16.6	18.2	233.4	3,639,089	782,444	312,456	485,760	250,267	677,089	98,150
• Salt Lake City	168.0	.0698	30.9	15.0	20.4	13.3	28.5	71.6	1,463,039	246,034	165,142	147,735	124,585	272,287	41,753
Sandy	65.0	.0270	23.2	7.0	24.9	17.1	6.1	16.7	156,138	56,121	12,494	17,289	4,014	12,253	1,946
Weber	160.3	.0666	28.0	12.6	16.5	16.4	22.0	53.9	848,423	185,243	63,659	139,019	43,201	180,888	23,116
• Ogden	69.8	.0290	29.6	14.8	16.5	13.7	27.4	26.7	648,564	120,710	44,813	117,950	29,970	149,309	13,538
SUBURBAN TOTAL	806.4	.3349	25.7	11.3	18.3	17.9	15.1	238.0	3,067,180	773,077	199,294	437,704	189,042	626,151	74,121
OTHER COUNTIES															
Beaver	5.1	.0021	30.6	8.4	13.1	14.8	29.5	1.6	21,014	4,563	3,342	940	804	683	301
Box Elder	37.7	.0157	26.8	9.6	14.2	17.3	21.1	11.1	146,502	38,867	13,562	9,603	6,355	38,051	6,521
Cache	65.9	.0274	24.2	19.1	17.1	13.3	17.5	20.2	240,345	60,049	15,760	42,533	15,193	40,545	7,571
Carbon	26.3	.0109	28.1	11.6	17.8	14.9	22.8	8.7	144,510	48,331	9,781	13,833	7,133	25,203	5,209
Daggett	.8	.0003	26.4	11.0	19.2	16.8	16.6	.2	4,363	1,834	273	779			
Duchesne	16.3	.0068	23.7	10.8	15.8	16.2	15.9	4.5	84,401	22,070	2,953	6,918	2,335	20,540	4,619
Emery	14.0	.0058	23.7	11.3	17.3	15.5	15.1	3.9	32,081	7,009	3,030	397	442	1,261	279
Garfield	4.0	.0016	30.4	9.5	15.0	16.0	27.1	1.2	8,255	2,334	1,095	315	110	827	334
Grand	8.4	.0035	27.7	11.6	18.5	18.4	18.1	3.0	59,093	14,519	4,250	2,660	1,024	4,680	2,088
Iron	20.8	.0087	24.5	14.8	15.3	15.2	18.6	6.4	136,035	28,292	10,563	10,500	5,787	30,046	1,928
Juab	6.2	.0025	28.5	8.7	14.9	14.9	25.4	1.8	21,999	5,267	2,377		410	4,990	393
Kane	4.8	.0020	29.7	6.6	14.6	16.5	25.8	1.5	16,908	2,488	2,859	766	216	652	247
Millard	14.0	.0058	28.0	7.9	13.5	14.5	26.0	4.2	43,326	15,276	2,591	1,032	1,486	5,245	1,237
Morgan	5.5	.0023	26.2	9.1	12.8	21.6	17.1	1.5	9,077	724	894		148	5,870	157
Piute	1.4	.0006	33.7	5.8	11.3	15.5	33.0	.4	1,447	542	144	104	79	122	
Rich	2.5	.0010	25.3	11.7	17.9	13.9	18.7	.7	3,940	238	696	202			
San Juan	12.7	.0052	21.1	10.7	15.5	14.7	13.9	3.2	30,775	5,987	1,946	5,475	528	4,293	290
Sanpete	17.3	.0072	26.7	11.9	13.2	13.4	25.8	5.2	26,814	8,862	1,472	1,573	1,777	3,742	1,396
Sevier	17.2	.0072	28.2	8.7	14.2	15.5	24.8	5.2	85,834	19,997	5,075	5,555	2,220	17,580	1,984
Summit	13.7	.0057	28.2	10.2	21.7	18.8	16.4	4.6	69,439	22,554	14,119	77	625	6,185	6,068
Tooele	28.9	.0120	26.6	10.1	16.0	18.5	18.0	8.8	90,921	33,511	7,253	2,121	2,813	11,487	2,328
Uintah	27.2	.0113	24.5	11.4	17.4	16.8	15.0	8.0	199,694	45,244	11,165	17,254	7,108	40,615	5,335
Wasatch	9.9	.0041	26.7	9.7	17.0	15.7	20.2	3.1	35,104	9,946	4,994	1,565	133	5,170	1,013
Washington	35.8	.0149	27.2	10.8	13.3	13.2	26.5	10.5	167,554	38,130	11,382	12,982	7,744	34,033	4,754
Wayne	2.3	.0009	30.1	7.3	14.5	14.4	28.6	.6	2,696	411	498	198	117	172	
TOTAL METRO COUNTIES	**1,300.1**	**.5399**	**25.9**	**13.7**	**18.1**	**16.0**	**17.4**	**405.0**	**6,036,387**	**1,339,368**	**465,225**	**822,310**	**392,788**	**1,213,186**	**158,401**
TOTAL STATE	**1,699.8**	**.7054**	**25.9**	**13.3**	**17.5**	**15.9**	**18.1**	**525.1**	**7,740,514**	**1,776,413**	**897,299**	**989,692**	**457,375**	**1,815,378**	**212,455**



SOURCE: 1985 SM&M
Survey Of buying Power...
UTAH FACTS... Belden CMS

SALT LAKE

"The Focal Point Of The West"

Lets focus in on what the Salt Lake-Ogden metro has.

Salt Lake is served and sold by two major daily papers, the Salt Lake Tribune (morning and Sunday), and the Deseret News (evening weekdays, Saturday and Sunday morning). With combined daily circulation of 188,596, Sunday circulation 218,453. Average weekday combined readership is 64%, Sunday combined readership 76% of total adults in our CMSA.

Salt Lake-Ogden metro has a population of 1,032,700 with an annual growth rate of 3.3% (the fifth fastest in the country). This accounts for 62% of the states total population and 67% of total retail sales.

Salt Lake-Ogden metro falls into 4 TOP 50 MARKET CATEGORIES.

39 in Furniture/Home Furnishings/Appliance store sales.
46 in Building Materials and Hardware store sales.
43 in Metro Market Population
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UTAH
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
PROVO - OREM	**1,709,339**	**19,537**	**30.8**	**29.8**	**12.9**	**6.1**	**.0702**
Utah	1,709,339	19,537	30.8	29.8	12.9	6.1	.0702
• Orem	423,462	21,126	30.6	33.3	14.0	5.6	.0195
• Provo	487,324	15,582	36.0	22.0	9.2	6.0	.0214
SUBURBAN TOTAL	798,553	21,831	27.2	33.3	14.8	6.5	.0293
SALT LAKE CITY - OGDEN	**10,035,151**	**24,717**	**24.2**	**32.5**	**17.3**	**11.1**	**.3771**
Davis	1,493,396	26,386	23.5	36.9	19.5	10.0	.0561
Salt Lake	7,056,343	24,834	23.7	31.9	17.1	11.9	.2630
• Salt Lake City	1,799,952	17,895	30.2	25.0	11.0	8.7	.0776
Sandy	599,697	32,168	13.4	38.4	27.3	14.9	.0195
Weber	1,485,412	22,587	26.4	31.7	15.8	9.1	.0580
• Ogden	648,997	18,548	30.7	27.2	11.7	7.1	.0313
SUBURBAN TOTAL	7,586,202	27,303	21.7	35.3	19.9	12.3	.2682
OTHER COUNTIES							
Beaver	29,822	14,806	38.2	22.4	9.4	1.6	.0014
Box Elder	380,543	29,222	18.7	31.1	21.3	17.7	.0131
Cache	524,587	20,676	29.1	32.0	11.8	8.0	.0205
Carbon	243,273	25,276	22.5	34.2	18.4	8.5	.0096
Daggett	4,799	20,714	24.0	32.0	18.5	2.0	.0002
Duchesne	131,662	24,838	21.6	36.0	17.8	9.4	.0055
Emery	117,886	28,021	19.8	34.6	22.7	10.0	.0040
Garfield	21,337	13,964	37.6	24.4	5.0	1.4	.0009
Grand	77,301	21,900	26.8	32.4	16.1	6.3	.0034
Iron	125,998	15,604	37.2	26.5	6.5	2.9	.0068
Juab	34,217	15,757	38.1	28.8	4.4	3.1	.0017
Kane	32,396	17,620	33.1	30.3	7.5	4.7	.0012
Millard	99,184	18,605	30.8	28.7	11.3	6.1	.0040
Morgan	48,630	28,452	18.1	34.4	20.5	15.0	.0015
Piute	6,463	12,048	39.0	18.4	1.3	3.3	.0003
Rich	18,649	22,059	25.6	32.1	13.7	8.7	.0006
San Juan	54,971	14,562	36.1	24.2	4.4	1.8	.0027
Sanpete	100,368	14,932	32.5	24.6	7.4	3.0	.0038
Sevier	122,400	19,836	28.8	34.2	11.1	4.2	.0055
Summit	140,031	23,576	25.5	32.4	16.0	10.7	.0051
Tooele	289,357	29,009	18.4	34.5	22.2	13.8	.0095
Uintah	263,406	29,398	16.4	30.1	22.3	15.5	.0113
Wasatch	62,956	16,533	34.8	27.8	8.1	3.3	.0027
Washington	233,476	17,536	31.6	28.2	9.9	4.8	.0108
Wayne	13,786	17,235	29.0	28.5	10.0	4.7	.0005
TOTAL METRO COUNTIES	**11,744,490**	**23,791**	**25.3**	**32.0**	**16.6**	**10.3**	**.4473**
TOTAL STATE	**14,921,988**	**23,239**	**25.6**	**31.7**	**16.1**	**9.9**	**.5739**

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(See page B-26)

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S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BURLINGTON	**127.8**	**.0530**	**28.6**	**17.5**	**19.4**	**18.8**	**18.8**	**45.5**	**981,691**	**195,050**	**98,046**	**102,454**	**44,373**	**234,795**	**23,662**
Chittenden	122.8	.0509	28.5	17.8	19.4	18.8	18.6	43.8	971,334	192,762	97,391	101,312	44,214	232,208	23,662
• Burlington	37.8	.0157	26.8	28.6	17.1	13.3	22.7	14.0	309,907	48,739	44,395	49,507	15,275	28,934	7,855
Grand Isle	5.0	.0021	32.4	8.9	18.3	19.0	26.3	1.7	10,357	2,288	655	1,142	159	2,587	
SUBURBAN TOTAL	90.0	.0373	29.3	12.8	20.3	21.1	17.3	31.5	671,784	146,311	53,651	52,952	29,098	205,861	15,807
OTHER COUNTIES															
Addison	31.2	.0130	29.4	14.5	18.4	17.6	22.1	10.7	169,256	46,299	14,538	9,695	2,334	33,511	5,755
Bennington	34.7	.0144	33.4	10.7	16.2	18.5	28.9	13.3	381,702	66,137	26,961	24,727	11,642	52,806	8,322
Caledonia	27.2	.0113	31.9	10.8	17.3	17.4	27.2	10.1	164,288	42,259	10,738	14,507	4,444	36,046	3,941
Essex	6.8	.0029	32.7	9.2	16.2	18.5	27.8	2.4	8,924	1,958	2,255	655	107	529	
Franklin	36.3	.0150	30.9	9.8	17.3	17.9	25.0	12.6	207,043	56,859	10,499	12,758	5,195	55,273	5,445
Lamoille	17.9	.0075	30.3	12.9	19.9	18.0	22.6	6.7	118,902	28,687	14,332	6,236	2,533	12,185	4,152
Orange	24.7	.0102	31.4	10.6	18.2	18.2	25.2	8.9	90,494	24,384	6,524	3,881	819	9,174	2,451
Orleans	24.5	.0102	31.9	9.4	16.8	17.6	27.2	8.8	114,313	34,089	8,020	7,399	2,371	31,611	3,657
Rutland	60.7	.0252	32.7	11.6	17.4	17.9	28.2	22.6	454,671	96,028	44,580	32,268	15,666	111,467	11,530
Washington	53.6	.0222	32.1	11.8	17.9	18.6	26.0	20.1	334,973	75,976	34,153	24,601	17,779	82,606	9,839
Windham	38.9	.0162	32.8	9.8	19.7	18.0	27.6	15.5	292,575	69,888	35,350	12,561	8,871	40,751	8,786
Windsor	53.5	.0222	33.8	9.3	17.9	18.9	29.0	21.0	300,163	66,168	28,342	10,033	4,183	86,708	5,348
TOTAL METRO COUNTIES	**127.8**	**.0530**	**28.6**	**17.5**	**19.4**	**18.8**	**18.8**	**45.5**	**981,691**	**195,050**	**98,046**	**102,454**	**44,373**	**234,795**	**23,662**
TOTAL STATE	**537.8**	**.2233**	**31.2**	**12.5**	**18.1**	**18.3**	**24.9**	**198.2**	**3,618,995**	**803,782**	**334,538**	**261,775**	**120,317**	**787,462**	**92,888**

VT.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BURLINGTON	**1,474,545**	**24,908**	**23.7**	**29.1**	**17.5**	**14.2**	**.0579**
Chittenden	1,428,757	25,089	23.5	28.9	17.7	14.4	.0565
• Burlington	394,268	19,235	28.2	25.9	11.8	10.4	.0168
Grand Isle	45,788	21,239	29.1	31.7	13.0	8.6	.0014
SUBURBAN TOTAL	1,080,277	27,761	21.7	30.4	20.1	15.9	.0411
OTHER COUNTIES							
Addison	300,441	21,441	28.7	32.1	13.7	8.4	.0116
Bennington	365,276	20,537	30.6	31.6	12.0	7.9	.0176
Caledonia	233,580	17,819	32.9	29.9	9.3	4.3	.0101
Essex	55,437	18,493	34.2	32.5	9.4	3.6	.0018

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Franklin	318,519	19,415	29.6	29.7	11.9	6.8	.0131
Lamoille	170,563	19,784	29.2	31.7	11.6	6.0	.0071
Orange	221,881	19,127	33.5	30.6	11.7	5.0	.0080
Orleans	203,922	17,481	33.8	28.9	8.7	5.0	.0081
Rutland	594,133	20,483	29.0	32.0	12.6	6.7	.0256
Washington	501,590	19,070	31.5	29.8	11.9	5.6	.0205
Windham	418,517	20,197	29.5	29.7	12.6	8.2	.0170
Windsor	539,592	19,939	30.0	31.6	11.5	6.7	.0205
TOTAL METRO COUNTIES	**1,474,545**	**24,908**	**23.7**	**29.1**	**17.5**	**14.2**	**.0579**
TOTAL STATE	**5,397,996**	**20,654**	**29.0**	**30.4**	**13.1**	**8.3**	**.2189**

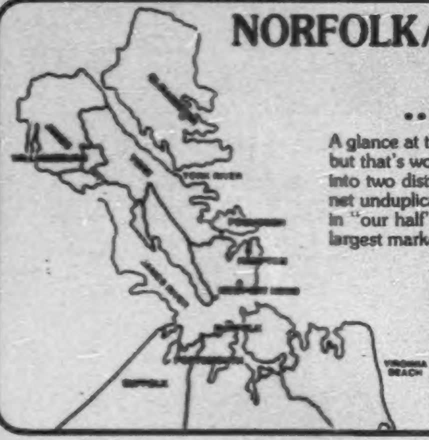
VIRGINIA

VA.
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CHARLOTTESVILLE	**121.6**	**.0506**	**29.8**	**18.6**	**19.8**	**17.7**	**22.1**	**45.5**	**843,933**	**177,162**	**63,908**	**114,584**	**48,492**	**150,521**	**25,932**
Albemarle	61.1	.0253	29.4	18.9	20.0	19.0	19.7	22.6	261,027	42,512	21,377	65,145	9,395	28,301	4,942
Charlottesville city	40.6	.0169	29.7	22.6	19.9	14.8	24.6	16.1	538,221	121,481	41,576	47,325	38,750	109,661	19,644
• Charlottesville	40.6	.0169	29.7	22.6	19.9	14.8	24.6	16.1	538,221	121,481	41,576	47,325	38,750	109,661	19,644
Fluvanna	11.1	.0047	32.5	10.0	16.8	19.2	26.4	3.9	24,422	7,538	226		176	5,498	1,212
Greene	8.8	.0037	31.1	9.5	20.7	20.5	21.4	2.9	20,263	5,631	729	2,114	171	7,061	134
SUBURBAN TOTAL	81.0	.0337	29.9	16.6	19.7	19.2	20.8	29.4	305,712	55,681	22,332	67,259	9,742	40,860	6,288
DANVILLE	**112.8**	**.0469**	**33.8**	**10.8**	**16.2**	**18.7**	**29.4**	**40.3**	**474,815**	**117,765**	**40,563**	**40,867**	**18,774**	**116,435**	**22,350**
Danville city	44.6	.0186	36.2	10.7	15.5	17.4	34.1	17.2	357,453	84,962	29,814	35,431	15,687	93,954	17,234
• Danville	44.6	.0186	36.2	10.7	15.5	17.4	34.1	17.2	357,453	84,962	29,814	35,431	15,687	93,954	17,234
Pittsylvania	68.2	.0283	32.5	10.7	16.7	19.6	26.3	23.1	117,362	32,803	10,749	5,436	3,087	22,481	5,116
SUBURBAN TOTAL	68.2	.0283	32.5	10.7	16.7	19.6	26.3	23.1	117,362	32,803	10,749	5,436	3,087	22,481	5,116
LYNCHBURG	**145.3**	**.0603**	**32.4**	**12.8**	**16.7**	**19.6**	**26.1**	**49.5**	**850,628**	**182,750**	**68,805**	**143,175**	**37,501**	**168,806**	**30,113**
Amherst	30.6	.0127	32.3	11.9	17.7	20.8	24.3	9.7	114,908	37,813	8,503	9,283	1,718	26,289	4,817
Campbell	48.2	.0200	31.8	10.4	17.3	22.3	22.1	15.4	123,207	40,255	8,367	5,557	5,095	29,448	8,158
Lynchburg city	66.5	.0276	32.9	15.0	15.9	17.0	29.7	24.4	612,513	104,682	51,935	128,335	30,688	113,069	17,138
• Lynchburg	66.5	.0276	32.9	15.0	15.9	17.0	29.7	24.4	612,513	104,682	51,935	128,335	30,688	113,069	17,138
SUBURBAN TOTAL	78.8	.0327	32.0	11.0	17.3	21.7	23.0	25.1	238,115	78,068	16,870	14,840	6,813	55,737	12,975



NORFOLK/VIRGINIA BEACH/NEWPORT NEWS MSA
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VA. (cont.)
S&MM ESTIMATES

METRO AREA / County / City	POPULATION—12/31/85: Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1985: Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
NORFOLK - VIRGINIA BEACH - NEWPORT NEWS	1,298.4	.5348	29.0	16.4	18.6	18.7	20.1	432.1	7,259,139	1,255,177	690,893	874,771	460,094	1,760,566	192,012
Chesapeake city	132.1	.0548	30.2	11.2	17.9	21.1	20.3	42.9	580,288	121,952	36,506	76,132	16,538	155,048	14,153
Chesapeake	132.1	.0548	30.2	11.2	17.9	21.1	20.3	42.9	580,288	121,952	36,506	76,132	16,538	155,048	14,153
Gloucester	26.2	.0108	34.1	9.6	16.5	21.2	27.4	9.3	109,321	40,268	5,698	10,294	3,085	22,741	4,613
Hampton city	126.1	.0524	29.8	14.6	17.6	20.5	20.4	43.7	1,024,846	166,629	73,037	151,713	50,643	202,635	18,178
• Hampton	126.1	.0524	29.8	14.6	17.6	20.5	20.4	43.7	1,024,846	166,629	73,037	151,713	50,643	202,635	18,178
James City	24.9	.0103	32.3	11.0	17.7	21.1	24.2	8.6	108,610	12,004	7,940		70,144	2,505	437
Newport News city	152.6	.0634	29.7	14.5	19.5	18.4	21.2	54.6	889,899	153,931	68,101	111,463	24,529	276,433	18,469
• Newport News	152.6	.0634	29.7	14.5	19.5	18.4	21.2	54.6	889,899	153,931	68,101	111,463	24,529	276,433	18,469
Norfolk city	283.1	.1175	26.0	26.8	18.2	13.2	20.4	93.0	1,691,380	262,348	188,641	216,326	114,943	423,623	43,455
• Norfolk	283.1	.1175	26.0	26.8	18.2	13.2	20.4	93.0	1,691,380	262,348	188,641	216,326	114,943	423,623	43,455
Poquoson city	10.2	.0042	32.6	8.5	15.7	27.8	18.4	3.2	28,352	18,057	1,468	165	1,634	1,497	685
Poquoson	10.2	.0042	32.6	8.5	15.7	27.8	18.4	3.2	28,352	18,057	1,468	165	1,634	1,497	685

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VA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Portsmouth city	105.2	.0437	31.2	12.6	17.1	16.2	27.4	36.8	543,599	115,272	39,364	61,349	21,162	151,799	19,760
• Portsmouth	105.2	.0437	31.2	12.6	17.1	16.2	27.4	36.8	543,599	115,272	39,364	61,349	21,162	151,799	19,760
Suffolk city	49.2	.0204	33.1	10.2	15.4	19.1	28.0	16.3	322,633	74,658	14,116	9,850	12,070	59,589	11,020
• Suffolk	49.2	.0204	33.1	10.2	15.4	19.1	28.0	16.3	322,633	74,658	14,116	9,850	12,070	59,589	11,020
Virginia Beach city	326.6	.1356	28.6	14.2	21.1	21.6	14.8	107.9	1,668,151	295,129	182,624	212,381	121,330	403,589	46,635
• Virginia Beach	326.6	.1356	28.6	14.2	21.1	21.6	14.8	107.9	1,668,151	295,129	182,624	212,381	121,330	403,589	46,635
Williamsburg city	10.9	.0046	24.2	47.0	13.3	9.6	21.5	3.3	280,471	73,070	51,213	18,719	17,592	50,163	8,340
Williamsburg	10.9	.0046	24.2	47.0	13.3	9.6	21.5	3.3	280,471	73,070	51,213	18,719	17,592	50,163	8,340
York	41.3	.0171	30.5	10.9	17.3	25.2	17.0	12.5	111,589	21,859	22,185	6,379	6,424	10,946	6,267
SUBURBAN TOTAL	245.6	.1018	30.6	12.4	17.4	21.6	20.8	79.8	1,218,631	287,210	125,910	111,689	115,417	242,900	34,495
RICHMOND - PETERSBURG	**813.0**	**.3377**	**31.8**	**11.9**	**19.4**	**19.8**	**24.0**	**289.9**	**5,170,421**	**1,071,792**	**411,960**	**684,134**	**226,922**	**1,167,235**	**195,732**
Charles City	7.0	.0029	30.0	12.2	17.7	19.6	21.5	2.0	1,895	530	120			97	
Chesterfield	169.2	.0703	29.9	10.2	21.2	23.8	15.4	54.8	923,381	215,164	52,900	172,997	41,032	152,155	41,005
Colonial Heights city	17.4	.0072	35.0	10.0	15.4	22.7	27.3	6.0	85,474	13,734	8,544	12,881	1,506	19,869	3,832
Colonial Heights	17.4	.0072	35.0	10.0	15.4	22.7	27.3	6.0	85,474	13,734	8,544	12,881	1,506	19,869	3,832
Dinwiddie	22.0	.0091	32.8	11.2	16.1	21.0	25.4	6.0	28,943	13,798	2,848		182	366	236
Goochland	13.0	.0054	33.4	10.4	17.9	22.1	25.1	4.1	29,462	6,126	718	1,336	2,118	7,192	149
Hanover	56.5	.0235	33.0	10.4	16.6	23.1	23.6	18.2	300,463	73,136	23,073	8,517	6,559	36,703	12,094
Henrico	195.8	.0813	32.7	11.0	19.8	19.9	25.6	73.8	1,473,857	279,838	121,213	264,006	72,344	365,773	58,749
Hopewell city	23.5	.0098	31.9	11.7	16.8	18.9	25.9	8.7	123,578	30,160	10,681	17,676	6,304	14,278	9,021
Hopewell	23.5	.0098	31.9	11.7	16.8	18.9	25.9	8.7	123,578	30,160	10,681	17,676	6,304	14,278	9,021
New Kent	10.4	.0043	31.5	9.6	19.7	20.4	22.8	3.6	20,689	6,303	1,539	527	81	4,691	738
Petersburg city	40.9	.0170	32.4	12.0	16.5	17.2	28.5	15.2	326,732	39,427	21,008	70,223	16,495	93,243	13,143
• Petersburg	40.9	.0170	32.4	12.0	16.5	17.2	28.5	15.2	326,732	39,427	21,008	70,223	16,495	93,243	13,143
Powhatan	15.0	.0062	30.8	10.0	22.3	22.3	18.3	4.1	25,907	7,127	235	860	322	12,832	610
Prince George	25.6	.0107	26.4	18.6	21.4	19.8	11.9	6.1	72,554	14,776	7,507	1,705	1,546	31,406	
Richmond city	216.7	.0900	32.6	14.3	19.6	15.5	29.9	87.3	1,757,486	371,673	161,574	133,406	78,433	448,630	56,155
• Richmond	216.7	.0900	32.6	14.3	19.6	15.5	29.9	87.3	1,757,486	371,673	161,574	133,406	78,433	448,630	56,155
SUBURBAN TOTAL	555.4	.2307	31.4	11.0	19.5	21.6	21.4	187.4	3,086,203	660,692	229,378	480,505	131,994	645,362	126,434
ROANOKE	**226.6**	**.0942**	**34.2**	**10.4**	**17.7**	**19.6**	**28.9**	**84.5**	**1,387,516**	**303,076**	**126,583**	**204,428**	**78,490**	**261,326**	**53,989**
Botetourt	25.1	.0104	33.9	8.8	17.3	22.2	25.9	8.6	61,365	8,854	3,638	864	1,486	6,400	1,064
Roanoke	78.1	.0325	33.7	9.5	17.8	23.4	24.4	25.8	296,509	85,671	24,318	52,239	23,862	16,754	11,649
Roanoke city	98.6	.0410	34.5	10.7	17.8	16.1	32.9	41.4	843,163	163,174	87,293	136,535	46,296	180,221	31,757
• Roanoke	98.6	.0410	34.5	10.7	17.8	16.1	32.9	41.4	843,163	163,174	87,293	136,535	46,296	180,221	31,757
Salem city	24.8	.0103	34.7	13.3	16.4	19.4	30.0	8.7	186,479	45,377	11,334	14,790	6,846	57,951	9,519
Salem	24.8	.0103	34.7	13.3	16.4	19.4	30.0	8.7	186,479	45,377	11,334	14,790	6,846	57,951	9,519
SUBURBAN TOTAL	128.0	.0532	33.9	10.1	17.5	22.4	25.7	43.1	544,353	139,902	39,290	67,893	32,194	81,105	22,232
OTHER COUNTIES															
Accomack	31.7	.0132	36.8	9.2	13.9	17.5	34.7	11.5	132,755	42,814	12,739	10,394	4,860	17,012	4,885
☐ Alexandria city	110.8	.0460	32.5	12.0	28.1	19.9	23.3	54.3	1,099,516	140,376	116,304	170,041	61,289	387,283	30,048
Alexandria	110.8	.0460	32.5	12.0	28.1	19.9	23.3	54.3	1,099,516	140,376	116,304	170,041	61,289	387,283	30,048
Alleghany	14.1	.0059	33.1	9.1	16.4	21.4	25.5	4.5	916	626	130	118			
Amelia	8.7	.0036	33.3	10.2	15.3	20.2	27.3	2.7	18,975	4,426	455	763	357	4,962	1,059
Appomattox	12.8	.0053	33.8	9.7	14.8	20.9	27.2	4.4	43,900	10,173	2,849	675	446	15,255	2,817
☐ Arlington	155.4	.0646	33.4	13.6	25.9	19.4	26.5	73.3	1,185,426	203,669	153,264	86,172	70,047	421,166	59,765
• Arlington	155.4	.0646	33.4	13.6	25.9	19.4	26.5	73.3	1,185,426	203,669	153,264	86,172	70,047	421,166	59,765
Augusta	57.1	.0237	33.3	10.1	17.2	21.5	25.6	19.1	214,600	35,539	11,310	5,325	1,807	90,582	1,797
Bath	5.9	.0024	35.2	10.0	16.2	21.8	28.4	2.0	10,686	3,412	326	587	1,081	380	382

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VA. (cont.)
ESTIMATES

METRO AREA County City	POPULATION—12/31/85 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1985 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Bedford	39.4	.0165	33.3	9.1	17.8	21.1	25.9	12.5	20,538	6,440	1,462	60	1,268	2,085	1,060
Bedford city	6.1	.0026	41.4	9.2	13.7	16.4	41.0	2.2	87,723	30,218	4,735	11,822	2,081	16,910	2,684
Bedford	6.1	.0026	41.4	9.2	13.7	16.4	41.0	2.2	87,723	30,218	4,735	11,822	2,081	16,910	2,684
Bland	6.6	.0027	32.9	10.4	19.8	18.9	27.0	2.2	7,609	1,854	288		104	3,430	172
☐ Bristol city	18.5	.0076	36.0	11.3	14.8	18.5	32.8	7.3	215,424	32,942	14,955	43,337	9,123	55,176	4,217
• Bristol	18.5	.0076	36.0	11.3	14.8	18.5	32.8	7.3	215,424	32,942	14,955	43,337	9,123	55,176	4,217
Brunswick	15.9	.0066	32.5	12.2	14.5	16.9	29.5	5.0	33,516	12,279	1,018	1,412	459	9,692	1,421
Buchanan	38.7	.0161	28.1	12.1	18.0	19.8	17.8	12.2	112,531	16,868	7,143	13,511	8,790	21,897	6,544
Buckingham	12.6	.0052	33.0	10.1	14.9	17.6	29.4	3.9	21,818	6,918	1,203	2,354	194	4,403	374
Buena Vista city	6.5	.0027	32.9	11.2	16.1	20.3	26.4	2.2	25,983	8,502	2,551	1,554	832	1,604	1,941
Buena Vista	6.5	.0027	32.9	11.2	16.1	20.3	26.4	2.2	25,983	8,502	2,551	1,554	832	1,604	1,941
Caroline	19.9	.0083	31.1	11.2	16.4	19.2	24.4	6.3	41,857	11,987	3,961	490	875	10,445	1,221
Carroll	28.3	.0118	35.1	9.0	16.0	20.1	29.9	9.6	61,309	15,364	4,331	6,777	2,271	9,881	3,606
Charlotte	12.0	.0049	34.6	9.6	13.5	18.4	31.0	4.0	19,062	7,459	933	1,080	578	3,374	955
Clarke	10.7	.0044	35.1	8.1	17.2	20.3	29.8	3.8	28,036	7,638	3,143	580	920	4,600	315
Clifton Forge city	4.7	.0020	40.5	8.9	12.7	16.2	40.3	1.8	23,252	8,886	887	2,001	437	3,768	2,231
Clifton Forge	4.7	.0020	40.5	8.9	12.7	16.2	40.3	1.8	23,252	8,886	887	2,001	437	3,768	2,231
Covington city	8.0	.0033	37.3	10.1	14.8	16.7	35.9	3.0	109,239	23,199	7,608	1[illegible]583	4[illegible]66	29,368	3,869
Covington	8.0	.0033	37.3	10.1	14.8	16.7	35.9	3.0	109,239	23,199	7,608	10,583	4,266	29,368	3,869
Craig	4.3	.0018	34.8	9.4	16.9	20.4	29.3	1.5	4,961	2,287	328		88	174	56
Culpeper	24.7	.0103	33.0	9.6	16.6	19.7	27.0	8.2	99,005	28,524	5,929	14,886	5,996	17,127	4,925
Cumberland	8.6	.0036	33.1	8.8	14.2	18.9	28.5	2.8	19,128	7,754	393	1,092	1,620	424	165
Dickenson	20.8	.0086	30.2	10.8	16.7	19.1	22.8	6.9	61,949	18,628	2,997	3,255	1,844	18,405	1,821
Emporia city	4.8	.0020	38.6	9.2	13.0	16.3	37.9	1.9	83,440	20,103	7,194	4,123	5,179	15,567	2,733
Emporia	4.8	.0020	38.6	9.2	13.0	16.3	37.9	1.9	83,440	20,103	7,194	4,123	5,179	15,567	2,733
Essex	9.4	.0039	34.6	9.1	16.0	18.1	31.2	3.1	65,766	17,289	7,098	6,112	3,291	10,232	3,970
☐ Fairfax	690.9	.2869	31.7	9.9	19.9	26.1	17.4	245.2	5,004,627	938,398	423,246	680,209	367,946	1,194,679	166,098
☐ Fairfax city	19.6	.0081	31.4	13.6	20.0	22.2	20.6	7.1	721,592	80,645	54,552	140,347	55,475	234,685	24,939
Fairfax	19.6	.0081	31.4	13.6	20.0	22.2	20.6	7.1	721,592	80,645	54,552	140,347	55,475	234,685	24,939
☐ Falls Church city	9.1	.0038	36.8	8.9	21.0	21.3	31.6	4.2	268,429	26,525	15,737	55,404	10,761	108,509	7,454
Falls Church	9.1	.0038	36.8	8.9	21.0	21.3	31.6	4.2	268,429	26,525	15,737	55,404	10,761	108,509	7,454
Fauquier	41.5	.0172	32.3	10.1	16.9	22.6	22.9	13.7	162,432	48,342	17,047	2,005	2,738	27,747	7,892
Floyd	12.3	.0051	35.9	9.3	15.4	19.7	31.7	4.4	26,122	6,020	671	924	2,521	11,176	184
Franklin	37.9	.0157	32.4	12.3	16.7	20.4	25.3	12.6	82,322	27,400	6,010	2,985	3,428	15,207	5,162
Franklin city	7.6	.0031	32.9	10.9	15.6	16.8	29.9	2.6	58,428	11,799	4,616	7,981	4,386	8,221	5,668
Franklin	7.6	.0031	32.9	10.9	15.6	16.8	29.9	2.6	58,428	11,799	4,616	7,981	4,386	8,221	5,668
Frederick	37.3	.0155	31.6	9.7	18.0	22.3	21.5	11.9	129,856	31,083	5,114	5,712	4,577	42,459	1,375
Fredericksburg city	17.8	.0074	32.4	19.3	16.0	15.6	30.3	7.0	319,439	48,673	34,007	32,420	22,157	60,511	15,944
Fredericksburg	17.8	.0074	32.4	19.3	16.0	15.6	30.3	7.0	319,439	48,673	34,007	32,420	22,157	60,511	15,944
Galax city	6.7	.0028	38.7	9.5	14.7	18.9	35.9	2.9	80,732	20,800	7,325	9,938	5,420	15,445	2,799
Galax	6.7	.0028	38.7	9.5	14.7	18.9	35.9	2.9	80,732	20,800	7,325	9,938	5,420	15,445	2,799
Giles	18.0	.0075	34.4	9.1	15.9	19.4	29.7	6.2	82,439	29,950	2,062	5,915	3,424	23,833	3,360
Grayson	16.8	.0070	35.8	9.3	15.3	19.8	31.3	6.2	30,923	10,528	1,591	3,511	2,430	7,658	1,169
Greensville	10.6	.0044	30.7	10.2	15.3	17.7	25.7	3.1	2,308	1,947					137
Halifax	30.2	.0125	33.6	10.1	15.6	18.9	28.9	9.5	25,003	6,983	1,346	1,322	623	3,107	926
Harrisonburg city	27.3	.0113	26.5	31.8	14.6	14.1	23.5	8.9	335,733	71,543	32,043	70,693	23,295	58,573	12,054
Harrisonburg	27.3	.0113	26.5	31.8	14.6	14.1	23.5	8.9	335,733	71,543	32,043	70,693	23,295	58,573	12,054
Henry	59.4	.0246	32.4	10.6	16.4	22.7	23.1	20.3	189,737	58,753	13,262	5,092	5,554	37,506	9,287
Highland	3.2	.0014	36.4	10.7	16.4	18.4	33.4	1.1	5,362	478	517	180	474	560	
Isle of Wight	24.1	.0100	32.2	10.5	16.9	20.3	24.9	7.9	59,343	23,252	4,735	2,972	826	12,609	3,085
King and Queen	6.0	.0025	34.5	9.8	15.7	17.8	31.3	2.1	5,830	2,291	267	278	140	1,674	
King George	11.9	.0049	31.2	8.9	17.5	21.6	21.8	3.8	17,990	4,283	1,395	676	381	5,514	832
King William	9.8	.0041	32.7	9.0	17.4	20.0	26.0	3.4	42,004	11,789	738	721	2,390	14,057	1,520
Lancaster	10.7	.0044	42.6	8.2	12.3	16.8	42.0	4.1	58,085	17,758	1,967	2,537	3,244	16,975	1,649
Lee	27.7	.0115	33.0	9.5	15.6	17.9	29.1	9.4	47,750	17,449	2,583	4,455	1,258	8,386	2,114
Lexington city	6.8	.0028	24.8	37.1	10.8	12.8	25.2	2.1	72,060	19,965	10,103	5,747	3,397	11,817	3,170
Lexington	6.8	.0028	24.8	37.1	10.8	12.8	25.2	2.1	72,060	19,965	10,103	5,747	3,397	11,817	3,170
☐ Loudoun	68.7	.0286	30.8	8.5	20.0	24.7	17.0	22.7	360,150	123,110	20,963	16,142	18,517	65,435	18,373
Louisa	19.7	.0082	33.5	9.9	15.4	19.5	28.2	6.6	43,286	19,093	2,053	2,549	1,151	6,029	1,834
Lunenburg	12.2	.0050	35.0	9.3	14.4	18.1	31.9	4.1	30,973	10,919	817	2,466	948	4,613	1,396
Madison	11.1	.0046	34.0	9.4	16.2	18.8	29.6	3.8	36,871	14,139	1,202	1,411	91	4,929	1,192
☐ Manassas city	17.2	.0071	28.6	11.0	23.9	20.0	14.7	5.8	273,818	53,239	16,837	15,107	7,107	121,219	4,842
Manassas	17.2	.0071	28.6	11.0	23.9	20.0	14.7	5.8	273,818	53,239	16,837	15,107	7,107	121,219	4,842
☐ Manassas Park city	6.9	.0029	25.5	13.0	21.1	19.2	10.8	2.1	15,183	7,600	1,176		719	2,740	1,278
Manassas Park	6.9	.0029	25.5	13.0	21.1	19.2	10.8	2.1	15,183	7,600	1,176		719	2,740	1,278
Martinsville city	17.8	.0074	37.0	9.5	14.9	18.1	34.3	6.7	169,315	36,027	11,611	30,249	9,602	33,215	7,205
Martinsville	17.8	.0074	37.0	9.5	14.9	18.1	34.3	6.7	169,315	36,027	11,611	30,249	9,602	33,215	7,205
Mathews	8.6	.0036	42.1	8.0	12.2	18.2	41.0	3.5	22,646	9,696	825	247	901	3,079	1,287
Mecklenburg	30.0	.0125	34.7	9.7	15.2	18.0	31.6	10.4	132,675	35,508	7,244	8,617	5,203	29,958	6,022
Middlesex	8.3	.0034	41.5	7.9	13.0	17.5	40.1	3.2	26,402	9,632	1,773	920	1,449	2,422	906
Montgomery	66.6	.0277	24.8	31.7	17.0	15.6	16.6	22.0	344,317	71,237	32,324	44,775	12,595	87,620	9,512
Nelson	12.4	.0051	35.5	9.3	15.2	19.0	31.7	4.3	41,563	5,712	1,568	475	513	19,230	717
Northampton	14.5	.0060	36.1	10.5	13.2	16.5	34.8	5.4	53,464	19,738	3,652	3,897	1,189	4,462	3,875
Northumberland	10.1	.0042	42.9	8.6	12.2	16.5	42.2	4.0	38,808	14,157	1,337	1,936	119	3,330	6,191
Norton city	4.5	.0019	32.9	10.7	15.9	17.6	29.1	1.6	97,860	15,789	4,848	12,768	2,154	32,060	4,889
Norton	4.5	.0019	32.9	10.7	15.9	17.6	29.1	1.6	97,860	15,789	4,848	12,768	2,154	32,060	4,889
Nottoway	14.5	.0061	37.1	9.3	13.2	18.0	34.7	5.1	58,247	14,530	3,938	2,153	5,004	14,147	3,363
Orange	20.2	.0083	34.4	9.4	15.6	19.5	29.6	7.0	74,058	16,461	3,700	4,566	2,045	22,445	4,787
Page	20.5	.008[illegible]	34.5	9.3	16.0	19.9	29.4	7.4	76,106	22,011	12,419	5,175	2,590	12,407	4,556
Patrick	18.4	.0076	35.2	8.8	15.4	21.4	29.0	6.4	35,601	11,100	1,535	6,698	1,114	5,136	1,897
Prince Edward	17.3	.0072	28.9	22.5	12.6	15.3	27.0	5.0	100,807	22,734	9,361	13,377	6,914	22,417	5,320
☐ Prince William	173.9	.0722	27.6	11.2	22.0	24.5	9.2	30.7	960,316	186,957	80,955	83,317	53,579	253,967	29,727

VA. (cont.)

S&MM EETIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Pulaski	36.4	.0151	32.9	9.7	17.5	19.7	26.6	12.8	123,843	37,349	6,638	11,670	3,385	25,418	5,822
Radford city	13.9	.0057	24.6	35.3	12.7	13.9	21.4	3.9	80,070	16,209	4,717	6,348	4,884	25,089	4,127
Radford	13.9	.0057	24.6	35.3	12.7	13.9	21.4	3.9	80,070	16,209	4,717	6,348	4,884	25,089	4,127
Rappahannock	6.7	.0028	35.1	8.8	16.9	20.7	29.5	2.4	7,153	1,872	913	226	1,083	145	
Richmond	6.9	.0028	36.3	9.6	14.4	19.4	32.4	2.5	28,304	12,591	2,056	1,702	2,153	4,293	1,237
Rockbridge	18.5	.0076	34.4	10.0	16.0	20.8	28.2	6.4	100,698	14,985	6,353	493	3,594	18,875	1,332
Rockingham	53.9	.0224	31.6	13.6	17.4	19.5	24.6	18.1	120,978	28,974	9,123	6,754	3,627	26,343	2,818
Russell	34.5	.0143	31.3	10.9	18.0	19.4	24.0	11.7	75,094	25,101	4,900	4,412	5,355	15,964	3,078
☐ Scott	25.1	.0105	35.1	9.5	15.1	20.5	29.7	8.6	108,381	30,393	3,512	1,731	3,265	38,167	2,660
Shenandoah	29.8	.0123	35.7	9.3	15.9	19.5	31.4	11.0	123,067	36,978	9,147	2,332	3,301	21,197	3,132
Smyth	33.7	.0140	34.8	9.9	15.4	20.6	29.1	11.7	131,916	29,166	8,973	10,657	4,240	26,856	5,732
Southampton	18.5	.0077	32.5	13.1	15.4	18.9	27.3	5.3	45,193	10,016	2,442	1,082	1,725	16,586	555
South Boston city	7.4	.0030	36.0	8.3	15.5	17.7	33.7	2.6	109,116	26,898	7,014	18,715	7,310	17,886	5,094
South Boston	7.4	.0030	36.0	8.3	15.5	17.7	33.7	2.6	109,116	26,898	7,014	18,715	7,310	17,886	5,094
Spotsylvania	40.1	.0167	29.3	9.0	20.4	20.7	17.6	12.5	217,711	40,178	13,662	62,588	5,221	57,468	2,630
☐ Stafford	51.1	.0212	29.6	10.7	19.2	23.3	16.3	15.3	178,735	61,936	17,813	12,057	1,172	29,035	1,053
Staunton city	21.5	.0090	36.3	12.1	15.8	19.2	32.5	7.7	160,902	43,454	12,533	30,382	9,305	20,941	8,622
Staunton	21.5	.0090	36.3	12.1	15.8	19.2	32.5	7.7	160,902	43,454	12,533	30,382	9,305	20,941	8,622
Surry	6.3	.0026	32.7	10.8	15.1	17.4	29.1	2.0	10,886	5,440	794	647	139	2,188	76
Sussex	10.4	.0043	32.8	10.3	15.5	18.1	28.5	3.4	55,179	18,350	5,596	1,678	1,815	9,878	1,974
Tazewell	52.3	.0217	31.5	10.6	17.4	19.1	24.8	17.6	275,146	80,946	12,497	26,815	10,450	76,058	12,170
Warren	23.3	.0097	34.3	9.4	16.3	20.3	28.6	8.6	103,368	35,989	8,113	7,475	3,523	16,786	3,392
☐ Washington	49.6	.0206	33.2	10.7	16.3	20.7	26.4	16.5	134,286	42,210	12,900	10,417	9,483	21,719	3,095
Waynesboro city	15.0	.0062	35.3	10.4	15.4	19.9	30.5	5.8	137,476	30,730	11,077	15,853	7,920	33,373	5,857
Waynesboro	15.0	.0062	35.3	10.4	15.4	19.9	30.5	5.8	137,476	30,730	11,077	15,853	7,920	33,373	5,857
Westmoreland	15.0	.0062	37.2	9.0	13.3	17.4	35.3	5.6	40,191	14,625	3,679	1,827	484	12,068	1,433
Winchester city	20.3	.0084	35.0	12.8	15.9	17.4	32.6	8.1	250,201	51,540	23,601	36,863	14,868	58,391	16,070
Winchester	20.3	.0084	35.0	12.8	15.9	17.4	32.6	8.1	250,201	51,540	23,601	36,863	14,868	58,391	16,070
Wise	47.1	.0196	30.6	11.6	17.4	17.8	24.6	15.4	195,038	72,474	10,459	14,651	4,036	35,944	6,831
Wythe	26.2	.0109	34.0	9.6	16.0	19.8	28.6	9.3	152,544	30,919	11,583	10,276	4,343	31,722	6,158
TOTAL METRO COUNTIES	4,104.5	1.7046	31.0	13.0	19.6	20.7	21.4	1,454.9	26,612,335	5,135,722	2,304,926	2,276,340	1,338,736	6,578,671	873,677
TOTAL STATE	5,785.0	2.4021	31.4	12.7	18.5	20.3	23.1	2,026.3	33,723,860	6,969,172	2,849,813	4,087,583	1,837,804	8,134,481	1,166,096

VA.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
CHARLOTTESVILLE	1,455,795	23,485	24.2	27.9	15.7	13.9	.0543
Albemarle	850,231	27,777	21.1	28.8	17.3	19.6	.0258
Charlottesville city	410,856	18,552	28.3	26.4	12.6	7.5	.0222
• Charlottesville	410,856	18,552	28.3	26.4	12.6	7.5	.0222
Fluvanna	106,621	20,691	28.2	26.6	15.8	9.5	.0035
Greene	88,087	26,306	18.8	32.3	20.0	11.2	.0028
SUBURBAN TOTAL	1,044,939	26,559	21.8	28.7	17.4	17.5	.0321
DANVILLE	1,092,524	21,872	25.9	29.1	14.9	8.6	.0390
Danville city	453,998	19,789	26.6	26.6	13.8	9.0	.0194
• Danville	453,998	19,789	26.6	26.6	13.8	9.0	.0194
Pittsylvania	638,526	21,977	25.4	30.9	15.7	8.3	.0196
SUBURBAN TOTAL	638,526	21,977	25.4	30.9	15.7	8.3	.0196
LYNCHBURG	1,532,729	24,238	23.6	30.0	16.5	13.0	.0578
Amherst	287,018	24,629	23.7	33.3	18.8	9.0	.0102
Campbell	491,901	26,289	21.4	30.8	19.7	13.9	.0154
Lynchburg city	753,810	22,772	24.9	28.2	14.2	14.0	.0322
• Lynchburg	753,810	22,772	24.9	28.2	14.2	14.0	.0322
SUBURBAN TOTAL	778,919	25,628	22.3	31.8	19.3	12.0	.0256
NORFOLK - VIRGINIA BEACH - NEWPORT NEWS	14,159,756	24,796	22.3	28.8	17.5	14.1	.5178
Chesapeake city	1,379,556	27,227	20.4	31.3	20.5	13.6	.0482
Chesapeake	1,379,556	27,227	20.4	31.3	20.5	13.6	.0482
Gloucester	252,452	22,244	25.1	31.1	15.2	8.9	.0090
Hampton city	1,429,428	25,808	22.9	29.4	18.0	15.1	.0579
• Hampton	1,429,428	25,808	22.9	29.4	18.0	15.1	.0579
James City	312,084	28,831	20.6	26.6	19.0	20.7	.0099
Newport News city	1,567,445	22,065	26.0	29.5	16.2	9.3	.0598
• Newport News	1,567,445	22,065	26.0	29.5	16.2	9.3	.0598
Norfolk city	2,860,440	19,477	28.6	26.3	12.5	9.9	.1110
• Norfolk	2,860,440	19,477	28.6	26.3	12.5	9.9	.1110

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Poquoson city	117,705	33,410	15.2	27.2	26.4	20.5	.0035
Poquoson	117,705	33,410	15.2	27.2	26.4	20.5	.0035
Portsmouth city	1,073,584	22,342	24.3	27.6	15.6	12.2	.0396
• Portsmouth	1,073,584	22,342	24.3	27.6	15.6	12.2	.0396
Suffolk city	500,051	23,961	22.3	27.2	17.6	13.7	.0198
• Suffolk	500,051	23,961	22.3	27.2	17.6	13.7	.0198
Virginia Beach city	4,056,068	30,331	19.1	30.2	21.2	19.4	.1355
• Virginia Beach	4,056,068	30,331	19.1	30.2	21.2	19.4	.1355
Williamsburg city	120,581	22,250	27.7	26.1	11.4	17.6	.0091
Williamsburg	120,581	22,250	27.7	26.1	11.4	17.6	.0091
York	490,362	32,588	17.8	28.7	22.9	22.9	.0145
SUBURBAN TOTAL	2,672,740	27,552	20.6	30.1	19.9	15.7	.0942
RICHMOND - PETERSBURG	9,784,698	27,160	20.8	28.4	19.1	16.5	.3535
Charles City	36,840	23,300	23.8	33.5	13.2	11.6	.0016
Chesterfield	2,222,477	35,517	13.5	28.4	26.6	24.5	.0736
Colonial Heights city	184,853	27,199	21.1	32.7	21.9	10.8	.0065
Colonial Heights	184,853	27,199	21.1	32.7	21.9	10.8	.0065
Dinwiddie	193,481	26,112	21.3	29.0	18.8	14.0	.0059
Goochland	156,527	28,771	17.9	27.2	17.2	20.7	.0046
Hanover	694,489	33,000	16.6	25.6	23.5	22.5	.0235
Henrico	2,722,818	30,467	18.6	30.6	21.9	18.9	.0965
Hopewell city	266,725	26,006	20.6	29.7	18.1	14.1	.0095
Hopewell	266,725	26,006	20.6	29.7	18.1	14.1	.0095
New Kent	116,672	28,165	17.0	33.7	20.2	14.3	.0034
Petersburg city	371,228	17,895	28.6	26.7	10.9	7.3	.0171
• Petersburg	371,228	17,895	28.6	26.7	10.9	7.3	.0171
Powhatan	141,871	29,800	16.6	30.1	23.0	15.9	.0043
Prince George	224,024	25,945	24.4	31.6	19.9	12.9	.0077
Richmond city	2,432,693	19,888	26.8	26.4	12.5	10.8	.0993
• Richmond	2,432,693	19,888	26.8	26.4	12.5	10.8	.0993
SUBURBAN TOTAL	6,980,777	31,432	17.3	29.5	22.9	19.9	.2371

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

VA. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ROANOKE	2,519,632	22,903	25.0	28.8	16.7	11.0	.0936
Botetourt	239,617	22,783	26.0	30.9	15.8	8.8	.0076
Roanoke	918,679	29,687	19.0	31.5	22.6	16.2	.0292
Roanoke city	1,086,734	19,196	28.0	26.7	13.2	8.2	.0457
• Roanoke	1,086,734	19,196	28.0	26.7	13.2	8.2	.0457
Salem city	274,602	22,789	27.2	29.3	16.2	11.5	.0111
Salem	274,602	22,789	27.2	29.3	16.2	11.5	.0111
SUBURBAN TOTAL	1,432,898	26,981	22.0	31.0	20.0	13.7	.0479
OTHER COUNTIES							
Accomack	271,117	16,317	29.5	22.8	9.7	8.5	.0104
☐ Alexandria city	2,358,738	33,930	15.3	28.0	18.7	29.4	.0749
Alexandria	2,358,738	33,930	15.3	28.0	18.7	29.4	.0749
Alleghany	141,590	25,865	20.7	29.3	19.3	14.1	.0038
Amelia	65,059	19,494	29.8	31.6	11.4	5.5	.0022
Appomattox	115,150	21,423	25.4	32.0	14.6	7.2	.0040
☐ Arlington	3,397,345	36,034	15.2	25.5	17.7	33.8	.0991
• Arlington	3,397,345	36,034	15.2	25.5	17.7	33.8	.0991
Augusta	608,949	24,904	23.1	30.2	18.1	13.4	.0201
Bath	56,888	18,305	31.5	19.8	13.9	11.4	.0019
Bedford	350,454	23,177	25.0	32.8	16.0	9.4	.0099
Bedford city	56,250	19,140	27.3	26.6	12.4	9.1	.0035
Bedford	56,250	19,140	27.3	26.6	12.4	9.1	.0035
Bland	49,418	19,361	28.6	35.2	8.8	3.9	.0017
☐ Bristol city	179,760	18,889	24.8	27.6	12.4	7.4	.0094
• Bristol	179,760	18,889	24.8	27.6	12.4	7.4	.0094
Brunswick	112,600	16,303	33.2	24.4	10.7	4.8	.0041
Buchanan	337,237	22,684	22.9	31.9	15.3	8.9	.0116
Buckingham	82,478	16,042	31.4	25.8	8.8	4.5	.0030
Buena Vista city	57,777	22,029	27.3	36.4	15.2	5.0	.0021
Buena Vista	57,777	22,029	27.3	36.4	15.2	5.0	.0021
Caroline	164,478	20,642	29.5	28.4	15.0	8.0	.0055
Carroll	225,425	18,765	28.9	30.8	10.5	5.4	.0077
Charlotte	84,835	16,072	28.3	27.2	8.0	5.0	.0030
Clarke	134,241	26,037	20.8	30.1	16.7	17.4	.0038
Clifton Forge city	46,588	19,273	26.2	24.9	14.1	9.3	.0017
Clifton Forge	46,588	19,273	26.2	24.9	14.1	9.3	.0017
Covington city	67,871	18,329	30.4	29.1	12.8	3.9	.0043
Covington	67,871	18,329	30.4	29.1	12.8	3.9	.0043
Craig	38,846	22,281	27.1	33.7	15.5	5.9	.0012
Culpeper	218,844	20,807	25.5	29.3	13.4	9.2	.0081
Cumberland	62,190	16,886	30.2	25.6	9.1	6.6	.0022
Dickenson	169,466	19,875	26.0	31.8	12.1	5.8	.0061
Emporia city	46,565	17,939	33.0	25.2	11.1	6.6	.0030
Emporia	46,565	17,939	33.0	25.2	11.1	6.6	.0030
Essex	67,785	16,781	33.3	27.0	7.6	5.6	.0034
☐ Fairfax	12,740,746	45,539	10.1	20.5	20.9	43.8	.3925
☐ Fairfax city	356,473	42,489	11.4	22.8	19.6	41.1	.0236
Fairfax	356,473	42,489	11.4	22.8	19.6	41.1	.0234
☐ Falls Church city	202,397	39,255	13.1	24.6	19.1	37.8	.0101
Falls Church	202,397	39,255	13.1	24.6	19.1	37.8	.0101
Fauquier	465,124	27,047	21.6	27.8	18.5	16.9	.0152
Floyd	101,163	18,360	27.1	30.9	9.9	5.4	.0033
Franklin	336,071	21,447	27.4	32.3	14.4	7.2	.0108
Franklin city	69,583	19,492	25.7	25.7	10.7	12.5	.0032
Franklin	69,583	19,492	25.7	25.7	10.7	12.5	.0032
Frederick	366,862	25,678	22.7	31.3	20.4	11.2	.0125
Fredericksburg city	198,620	20,510	27.3	27.4	12.2	11.8	.0119
Fredericksburg	198,620	20,510	27.3	27.4	12.2	11.8	.0119
Galax city	71,307	16,473	36.9	25.7	8.3	4.8	.0036
Galax	71,307	16,473	36.9	25.7	8.3	4.8	.0036
Giles	162,163	20,778	28.6	31.7	12.5	8.0	.0062
Grayson	158,291	19,325	30.1	32.2	9.4	6.6	.0048
Greensville	69,498	17,085	29.4	27.9	9.3	5.6	.0021
Halifax	249,906	20,761	26.2	28.2	15.2	7.8	.0076
Harrisonburg city	240,720	17,539	29.8	25.2	11.7	7.5	.0138
Harrisonburg	240,720	17,539	29.8	25.2	11.7	7.5	.0138
Henry	579,418	23,715	24.4	34.5	16.0	9.0	.0195
Highland	22,802	16,345	26.8	26.1	9.6	4.6	.0007
Isle of Wight	222,995	23,451	23.1	32.0	16.0	9.5	.0073
King and Queen	48,554	16,500	29.4	26.6	10.5	5.0	.0016
King George	124,672	27,102	20.9	25.1	20.1	17.5	.0035
King William	93,806	22,092	25.6	31.0	14.7	9.4	.0034
Lancaster	117,122	20,675	25.9	24.9	13.9	12.6	.0043
Lee	203,209	16,100	30.9	25.2	9.6	4.7	.0069
Lexington city	68,980	19,731	27.3	21.8	11.6	16.0	.0032
Lexington	68,980	19,731	27.3	21.8	11.6	16.0	.0032
☐ Loudoun	912,803	34,124	14.7	27.0	23.8	24.6	.0298
Louisa	136,195	16,393	29.9	28.2	7.7	3.7	.0049
Lunenburg	101,994	18,423	29.1	26.7	11.2	8.5	.0036
Madison	90,735	19,358	29.6	31.9	10.4	5.7	.0034
☐ Manassas city	230,158	35,579	14.8	26.9	29.1	21.9	.0115
Manassas	230,158	35,579	14.8	26.9	29.1	21.9	.0115
☐ Manassas Park city	60,032	26,039	18.7	48.1	17.8	4.7	.0018
Manassas Park	60,032	26,039	18.7	48.1	17.8	4.7	.0018
Martinsville city	200,101	21,809	25.6	27.9	12.4	14.2	.0088
Martinsville	200,101	21,809	25.6	27.9	12.4	14.2	.0088
Mathews	103,647	22,653	23.3	27.5	15.8	12.4	.0030
Mecklenburg	255,874	18,874	26.7	29.0	11.5	6.9	.0099
Middlesex	82,260	18,523	28.9	24.5	11.4	10.3	.0028
Montgomery	686,670	21,950	26.0	26.6	13.8	13.6	.0251
Nelson	120,132	20,286	26.0	24.8	15.0	10.7	.0041
Northampton	122,492	16,876	28.4	23.2	10.7	7.4	.0045
Northumberland	109,612	19,607	29.6	26.3	12.6	10.1	.0036

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Sources: S&MM Survey of Buying Power, 1985; Circulation '85/'86
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VA. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Norton city	42,797	18,378	27.6	27.0	9.5	10.0	.0032
Norton	42,797	18,378	27.6	27.0	9.5	10.0	.0032
Nottoway	136,669	20,598	25.8	28.7	14.1	8.6	.0049
Orange	196,852	21,384	26.7	27.2	14.5	11.7	.0069
Page	185,390	19,531	30.1	29.1	12.7	6.9	.0066
Patrick	169,234	20,615	27.4	30.4	14.4	6.6	.0053
Prince Edward	118,002	16,920	29.4	27.7	9.0	5.3	.0057
☐ Prince William	2,186,652	38,351	12.2	25.5	27.9	28.9	.0742
Pulaski	356,308	22,635	26.3	32.5	15.5	8.5	.0120
Radford city	133,877	23,370	26.0	27.1	14.8	14.2	.0052
Radford	133,877	23,370	26.0	27.1	14.8	14.2	.0052
Rappahannock	66,411	21,255	24.7	27.9	13.5	10.9	.0018
Richmond	64,939	20,393	25.1	29.8	12.1	9.1	.0025
Rockbridge	145,949	18,349	29.8	28.6	12.2	4.7	.0063
Rockingham	479,833	20,903	27.3	32.7	12.3	7.4	.0157
Russell	271,189	18,589	28.5	29.1	11.6	5.6	.0093
☐ Scott	224,988	19,801	26.2	24.9	14.6	10.0	.0084
Shenandoah	286,875	20,341	29.1	30.3	12.4	8.2	.0102
Smyth	305,370	20,168	29.5	31.9	12.2	6.4	.0111
Southampton	136,261	20,198	22.0	28.2	14.2	8.0	.0050
South Boston city	68,259	20,449	26.4	30.0	12.3	8.9	.0041
South Boston	68,259	20,449	26.4	30.0	12.3	8.9	.0041
Spotsylvania	431,982	29,573	18.4	31.5	22.9	15.5	.0157
☐ Stafford	573,424	31,689	17.8	30.1	23.3	19.4	.0183
Staunton city	212,701	21,028	27.9	29.7	14.6	8.3	.0091
Staunton	212,701	21,028	27.9	29.7	14.6	8.3	.0091
Surry	46,177	17,804	29.9	27.7	11.0	5.0	.0017
Sussex	91,327	21,197	22.9	29.2	13.2	9.9	.0035
Tazewell	392,106	17,733	30.4	30.3	9.3	4.3	.0174
Warren	211,399	19,714	29.4	30.6	13.3	5.2	.0079
☐ Washington	428,209	19,362	28.5	28.7	12.5	7.2	.0147
Waynesboro city	183,927	24,542	24.2	31.6	16.1	13.6	.0074
Waynesboro	183,927	24,542	24.2	31.6	16.1	13.6	.0074
Westmoreland	124,792	16,767	31.0	24.2	9.9	6.5	.0043
Winchester city	240,388	20,884	28.0	25.9	13.6	12.6	.0114
Winchester	240,388	20,884	28.0	25.9	13.6	12.6	.0114
Wise	426,731	22,274	24.7	29.8	15.4	9.5	.0157
Wythe	222,495	18,609	32.1	30.5	9.9	5.6	.0095
TOTAL METRO COUNTIES	**54,396,859**	**29,379**	**19.4**	**27.0**	**18.8**	**21.6**	**1.8843**
TOTAL STATE	**69,757,778**	**26,494**	**21.5**	**27.6**	**17.3**	**18.0**	**2.4511**

WASHINGTON

WASH.
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BELLINGHAM	**114.9**	**.0477**	**30.4**	**14.7**	**19.8**	**16.8**	**24.1**	**44.0**	**638,904**	**145,699**	**74,431**	**74,167**	**21,393**	**123,897**	**21,087**
Whatcom	114.9	.0477	30.4	14.7	19.8	16.8	24.1	44.0	638,904	145,699	74,431	74,167	31,393	123,897	21,087
• Bellingham	46.0	.0191	30.0	21.0	20.1	14.2	25.8	19.0	442,132	96,941	49,647	61,903	23,661	82,301	17,206
SUBURBAN TOTAL	68.9	.0286	30.7	10.4	19.7	18.5	23.0	25.0	196,772	48,758	24,784	12,264	7,732	41,596	3,881
BREMERTON	**170.4**	**.0708**	**30.7**	**12.9**	**19.2**	**19.1**	**22.7**	**42.2**	**697,524**	**162,598**	**76,380**	**64,170**	**34,600**	**142,822**	**40,522**
Kitsap	170.4	.0708	30.7	12.9	19.2	19.1	22.7	62.2	697,524	162,598	76,380	64,170	34,600	142,822	40,522
• Bremerton	36.2	.0150	28.7	22.5	18.6	13.1	25.2	14.4	371,745	61,337	40,497	57,047	22,899	94,246	23,612
SUBURBAN TOTAL	134.2	.0558	31.2	10.3	19.5	20.7	22.0	47.8	325,779	101,261	35,883	7,123	11,701	48,576	16,910
OLYMPIA	**143.1**	**.0594**	**31.3**	**10.7**	**19.3**	**19.7**	**23.2**	**55.5**	**765,655**	**186,362**	**78,749**	**114,638**	**35,630**	**137,920**	**24,757**
Thurston	143.1	.0594	31.3	10.7	19.3	19.7	23.2	55.5	765,655	186,362	78,749	114,638	35,630	137,920	24,757
• Olympia	30.0	.0125	33.0	11.5	19.3	18.4	27.8	13.3	423,609	72,025	38,118	72,855	25,430	110,144	9,112
SUBURBAN TOTAL	113.1	.0469	30.8	10.5	19.2	20.0	21.9	42.2	342,046	114,337	40,631	41,783	10,200	27,776	15,645
RICHLAND - KENNEWICK - PASCO	**143.9**	**.0598**	**29.5**	**11.4**	**20.1**	**19.2**	**19.7**	**51.3**	**792,496**	**186,346**	**69,307**	**108,060**	**27,937**	**150,922**	**38,974**
Benton	107.4	.0446	29.8	11.1	20.5	20.3	19.1	38.3	551,292	142,276	50,332	81,750	23,051	75,340	28,855
• Kennewick	37.2	.0154	28.2	13.8	23.6	17.9	16.1	14.0	328,672	74,070	25,265	60,382	12,427	42,861	16,808
• Richland	31.3	.0130	32.3	9.8	17.9	22.1	23.1	11.7	163,842	47,408	18,073	20,901	8,186	17,077	10,910
Franklin	36.5	.0152	28.4	12.0	19.0	16.0	21.5	13.0	241,204	44,070	18,975	26,310	4,886	75,582	10,119
• Pasco	19.0	.0079	28.7	14.3	18.1	13.8	24.7	7.4	207,754	30,592	15,422	23,999	4,670	71,815	9,065
SUBURBAN TOTAL	56.4	.0235	29.3	9.6	19.6	20.4	18.4	18.2	92,228	34,276	10,547	2,778	2,654	19,169	2,191

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(See page B-26)

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WASH. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
SEATTLE	**1,719.7**	**.7140**	**32.1**	**11.9**	**20.6**	**20.2**	**23.9**	**686.2**	**11,402,950**	**2,380,824**	**1,340,276**	**1,256,738**	**567,801**	**2,330,740**	**391,765**
King	1,341.5	.5570	32.4	12.2	20.7	20.1	24.5	544.0	9,388,266	1,849,901	1,137,595	995,720	470,033	1,892,102	333,359
• Auburn	29.7	.0123	30.7	14.2	19.1	18.3	23.5	12.0	316,109	53,390	18,111	1,697	12,776	162,436	10,966
Bellevue	79.8	.0331	32.9	12.7	17.1	25.2	21.3	31.3	1,006,367	129,687	88,676	93,929	58,650	255,618	30,057
• Seattle	491.8	.2042	33.7	13.9	22.8	15.9	31.3	226.6	3,722,313	666,242	540,945	385,334	183,868	666,893	116,437
Snohomish	378.2	.1570	31.0	10.9	19.7	20.5	21.6	142.2	2,014,684	430,923	202,681	261,018	97,768	428,638	58,406
• Everett	58.0	.0241	32.8	13.1	17.6	16.2	30.0	25.1	614,164	101,175	68,485	110,605	26,393	138,134	23,205
SUBURBAN TOTAL	1,140.2	.4734	31.3	10.9	19.7	22.3	20.4	422.5	6,750,364	1,460,017	712,735	759,102	344,764	1,353,277	241,157
SEATTLE - TACOMA CONSOLIDATED AREA	***2,241.6***	***.9307***	***31.7***	***12.3***	***20.1***	***19.8***	***22.6***	***883.3***	***14,125,967***	***2,826,021***	***1,619,842***	***1,587,029***	***683,402***	***2,953,553***	***472,789***
SPOKANE	**357.9**	**.1486**	**31.3**	**12.5**	**18.3**	**17.8**	**25.4**	**139.9**	**2,044,223**	**445,816**	**212,006**	**255,122**	**95,749**	**466,240**	**65,503**
Spokane	357.9	.1486	31.3	12.5	18.3	17.8	25.4	139.9	2,044,223	445,816	212,006	255,122	95,749	466,240	65,503
• Spokane	175.6	.0729	32.6	13.1	18.6	15.0	30.6	75.7	1,305,886	273,348	135,729	194,156	67,662	274,208	45,384
SUBURBAN TOTAL	182.3	.0757	30.0	11.8	18.3	20.5	20.5	64.2	738,337	172,468	76,277	60,966	28,087	192,032	20,119
TACOMA	**521.9**	**.2167**	**30.3**	**13.8**	**18.5**	**18.5**	**22.8**	**197.1**	**2,723,017**	**545,197**	**279,566**	**330,291**	**115,601**	**632,813**	**81,024**
Pierce	521.9	.2167	30.3	13.8	18.5	18.5	22.8	197.1	2,723,017	545,197	279,566	330,291	115,601	632,813	81,024
• Tacoma	160.3	.0666	32.0	12.5	18.0	16.0	28.6	67.6	1,320,877	190,061	131,906	250,938	61,547	339,858	35,149
SUBURBAN TOTAL	361.6	.1501	29.6	14.4	18.6	19.6	20.3	129.5	1,402,140	355,136	147,660	79,353	54,054	292,955	45,875
VANCOUVER	**211.7**	**.0879**	**30.5**	**10.2**	**19.6**	**19.5**	**21.6**	**78.7**	**828,976**	**199,029**	**97,066**	**154,705**	**30,664**	**149,317**	**29,873**
Clark	211.7	.0879	30.5	10.2	19.6	19.5	21.6	78.7	828,976	199,029	97,066	154,705	30,664	149,317	29,873

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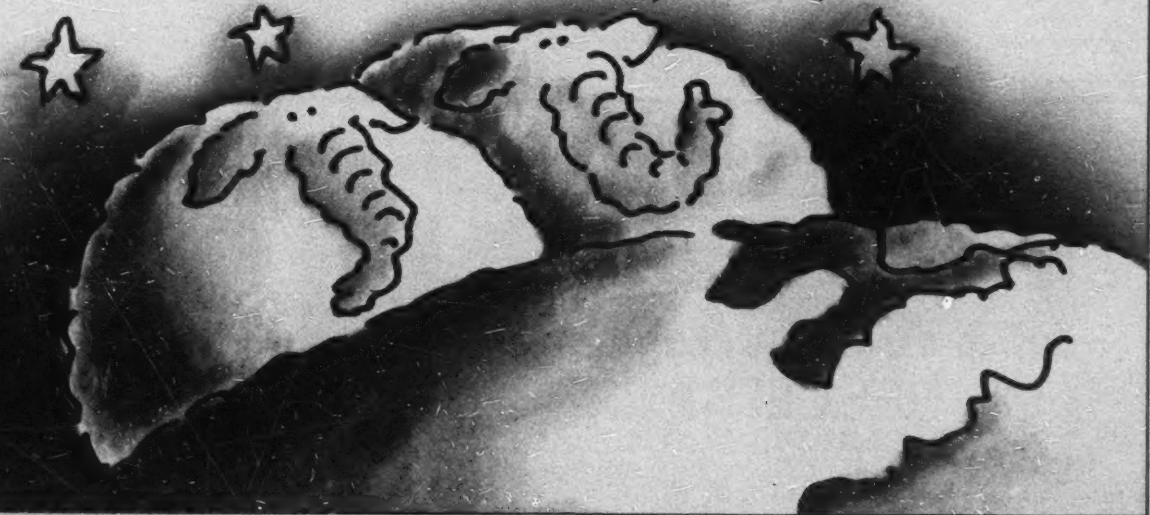

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WASH. (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
• Vancouver	43.9	.0182	33.3	13.7	17.8	15.4	31.5	20.3	273,626	49,865	36,617	24,796	12,243	88,984	8,109
SUBURBAN TOTAL	167.8	.0697	29.8	9.2	20.1	20.7	18.9	58.4	555,350	149,164	60,449	129,909	18,421	60,333	21,764
YAKIMA	**181.7**	**.0754**	**31.6**	**10.4**	**16.6**	**17.9**	**26.5**	**67.0**	**888,781**	**213,595**	**83,057**	**105,245**	**28,111**	**201,267**	**27,833**
Yakima	181.7	.0754	31.6	10.4	16.6	17.9	26.5	67.0	888,781	213,595	83,057	105,245	28,111	201,267	27,833
• Yakima	49.2	.0204	33.5	11.5	17.2	16.1	31.3	20.6	511,828	95,186	49,409	71,533	19,005	129,305	14,988
SUBURBAN TOTAL	132.5	.0550	30.9	10.1	16.3	18.5	24.8	46.4	376,953	118,409	33,648	33,712	9,106	71,962	12,845
OTHER COUNTIES															
Adams	13.8	.0057	29.7	9.5	16.7	18.2	23.0	5.0	59,046	16,321	6,324	2,565	1,841	8,574	2,762
Asotin	17.7	.0074	32.8	10.0	15.7	17.5	28.9	7.0	52,749	20,793	7,710	56	3,463	3,887	3,394
Chelan	48.5	.0201	34.9	10.0	16.3	18.3	31.6	20.0	305,793	63,787	29,047	28,460	13,789	72,331	13,866
Clallam	54.0	.0224	33.3	10.5	17.6	16.9	30.1	21.5	256,947	60,893	24,735	26,799	7,767	59,419	12,608
Columbia	4.0	.0017	38.9	5.7	14.8	17.8	37.2	1.6	13,899	4,664	1,967	818	326	938	560
Cowlitz	79.6	.0330	31.5	10.3	18.3	18.7	24.8	30.4	442,413	116,803	47,892	63,636	12,455	100,185	13,925
Douglas	23.9	.0100	32.0	9.4	18.0	20.4	24.3	9.3	105,700	39,648	11,750	5,689	2,301	10,515	5,166
Ferry	6.4	.0026	29.2	10.8	19.1	18.0	20.8	2.1	9,743	5,316	830		260	1,849	296
Garfield	2.3	.0009	38.5	6.7	14.2	18.2	36.1	1.0	3,097	1,394	235		106	82	338
Grant	52.7	.0219	30.7	10.3	16.3	17.9	25.2	19.4	241,101	67,002	27,088	6,991	6,363	49,538	11,836
Grays Harbor	65.8	.0273	32.7	10.3	17.1	17.9	28.2	25.8	315,042	103,846	34,878	16,294	14,799	50,483	14,864
Island	49.7	.0207	31.0	13.2	18.3	17.6	25.0	18.5	158,380	45,826	19,685	6,159	10,170	33,878	5,464
Jefferson	17.9	.0074	36.5	7.5	17.7	17.7	34.2	7.4	68,015	21,023	7,526	2,214	1,825	5,036	930
Kittitas	24.6	.0102	29.8	20.5	17.0	15.9	25.1	9.6	145,273	36,398	21,784	12,403	3,031	23,474	1,536
Klickitat	16.6	.0069	32.0	9.0	18.2	18.0	26.6	6.2	45,568	13,140	4,283	575	831	10,624	1,757
Lewis	57.5	.0239	33.1	9.3	15.9	18.1	28.9	22.0	298,416	78,901	30,130	34,608	9,283	51,585	11,532
Lincoln	9.4	.0039	37.0	6.9	15.0	18.6	34.1	3.7	26,434	9,933	2,105	686	152	5,767	1,322
Mason	35.4	.0147	33.8	11.3	16.2	17.5	30.5	13.7	119,982	46,416	11,684	6,444	4,287	15,566	2,462
Okanogan	32.7	.0135	32.9	8.6	17.0	19.2	27.2	12.7	161,108	43,049	17,094	26,681	4,962	20,915	6,511
Pacific	17.4	.0073	37.6	8.3	15.1	16.3	36.7	7.4	59,423	19,028	8,923	4,578	959	3,991	2,524
Pend Oreille	9.2	.0038	33.0	7.3	16.0	19.4	27.4	3.3	34,328	19,148	2,107	368	176	4,532	1,875
San Juan	9.0	.0037	38.2	6.1	19.6	17.4	36.9	3.9	34,586	13,284	4,246	706	227	1,543	1,109
Skagit	68.9	.0286	33.6	9.6	17.6	18.2	29.4	27.3	464,222	122,360	49,834	15,177	15,102	128,440	19,360
Skamania	8.1	.0034	31.7	9.3	18.1	20.4	23.5	3.0	8,847	4,256	1,019	402		528	311
Stevens	32.2	.0134	30.5	8.2	18.5	19.3	22.3	11.1	89,352	26,971	9,022	2,726	3,164	17,425	2,343
Wahkiakum	3.6	.0015	33.5	7.7	16.2	17.3	30.3	1.4	6,374	3,575	774	250	83	169	
Walla Walla	47.8	.0199	32.7	13.8	17.2	17.1	28.9	17.6	235,131	50,603	20,179	24,497	10,364	57,419	12,317
Whitman	42.8	.0178	24.9	32.0	17.3	13.7	18.6	15.0	119,964	40,413	9,702	1,620	4,354	29,435	4,191
TOTAL METRO COUNTIES	**3,565.2**	**1.4803**	**31.4**	**12.1**	**19.7**	**19.3**	**23.6**	**1,281.9**	**20,782,526**	**4,365,466**	**2,310,838**	**2,463,136**	**967,486**	**4,325,938**	**721,238**
TOTAL STATE	**4,416.7**	**1.8339**	**31.5**	**12.0**	**19.2**	**19.0**	**24.4**	**1,708.8**	**24,663,459**	**5,460,257**	**2,723,391**	**2,754,538**	**1,099,926**	**5,094,066**	**876,497**

WASH.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BELLINGHAM	**1,175,065**	**20,426**	**25.7**	**28.6**	**13.3**	**9.1**	**.0442**
Whatcom	1,175,065	20,426	25.7	28.6	13.3	9.1	.0442
• Bellingham	472,112	17,539	26.6	24.9	11.1	8.4	.0218
SUBURBAN TOTAL	702,953	22,726	25.1	31.2	15.0	9.7	.0224
BREMERTON	**1,907,965**	**25,053**	**23.4**	**30.8**	**18.0**	**11.9**	**.0632**
Kitsap	1,907,965	25,053	23.4	30.8	18.0	11.9	.0632
• Bremerton	393,394	19,592	27.9	28.3	13.0	7.7	.0180
SUBURBAN TOTAL	1,514,571	26,797	21.9	31.7	19.5	13.2	.0452
OLYMPIA	**1,640,675**	**24,005**	**24.1**	**28.6**	**17.6**	**12.1**	**.0576**
Thurston	1,640,675	24,005	24.1	28.6	17.6	12.1	.0576
• Olympia	374,688	20,770	24.9	25.4	13.4	12.9	.0183
SUBURBAN TOTAL	1,265,987	25,059	23.9	29.4	18.9	11.9	.0393
RICHLAND - KENNEWICK - PASCO	**1,827,169**	**31,042**	**17.3**	**27.1**	**22.6**	**20.1**	**.0617**
Benton	1,434,910	33,070	15.7	26.8	23.9	22.4	.0465
• Kennewick	484,708	30,354	17.7	28.2	23.0	18.1	.0188
• Richland	480,355	37,264	13.6	23.5	24.6	29.2	.0147
Franklin	392,259	24,979	21.8	28.3	18.6	13.0	.0152
• Pasco	196,285	21,975	22.5	28.6	16.8	8.8	.0096
SUBURBAN TOTAL	665,821	31,875	17.3	27.9	23.3	20.3	.0186

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
SEATTLE	**24,534,691**	**29,232**	**19.0**	**27.2**	**19.7**	**19.7**	**.8259**
King	19,723,757	29,320	19.0	26.4	19.5	20.5	.6653
• Auburn	373,188	26,402	20.6	30.8	19.2	13.6	.0159
Bellevue	1,374,884	35,763	16.8	24.2	20.3	30.8	.0528
• Seattle	7,092,580	22,785	23.7	25.5	15.2	14.9	.2475
Snohomish	4,810,934	28,945	19.1	30.0	20.8	16.6	.1606
• Everett	707,092	21,981	23.2	27.8	15.3	11.1	.0307
SUBURBAN TOTAL	16,361,831	32,618	16.2	27.9	22.4	23.0	.5318
SEATTLE - TACOMA CONSOLIDATED AREA	***29,739,888***	***27,039***	***20.6***	***27.7***	***18.4***	***17.1***	***1.0206***
SPOKANE	**3,514,223**	**19,532**	**26.8**	**28.6**	**13.1**	**7.1**	**.1365**
Spokane	3,514,223	19,532	26.8	28.6	13.1	7.1	.1365
• Spokane	1,728,988	17,090	28.2	26.4	10.5	5.8	.0735
SUBURBAN TOTAL	1,785,235	22,758	24.8	31.3	16.3	8.6	.0630
TACOMA	**5,205,197**	**20,613**	**26.3**	**29.5**	**13.9**	**8.0**	**.1947**
Pierce	5,205,197	20,613	26.3	29.5	13.9	8.0	.1947
• Tacoma	1,538,373	17,512	27.2	27.0	11.2	5.8	.0692
SUBURBAN TOTAL	3,666,824	22,302	26.0	30.6	15.4	9.1	.1255

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WASH. (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
VANCOUVER	**2,340,583**	**25,276**	**21.7**	**31.1**	**18.4**	**11.4**	**.0772**
Clark	2,340,583	25,276	21.7	31.1	18.4	11.4	.0772
• Vancouver	502,202	18,219	26.9	25.7	11.6	8.6	.0185
SUBURBAN TOTAL	1,838,381	27,451	19.8	33.1	20.8	12.4	.0587
YAKIMA	**1,654,879**	**18,578**	**27.6**	**27.2**	**12.2**	**7.2**	**.0638**
Yakima	1,654,879	18,578	27.6	27.2	12.2	7.2	.0638
• Yakima	493,617	17,492	27.4	25.3	11.7	7.2	.0239
SUBURBAN TOTAL	1,161,262	19,026	27.6	28.1	12.4	7.2	.0399
OTHER COUNTIES							
Adams	149,167	24,491	22.6	32.5	15.8	12.1	.0050
Asotin	190,259	21,578	24.1	25.7	17.6	9.8	.0060
Chelan	506,434	19,052	28.1	26.8	12.8	8.2	.0197
Clallam	522,956	19,267	28.7	30.1	11.7	6.6	.0192
Columbia	41,778	20,825	25.4	30.4	13.5	8.1	.0015
Cowlitz	886,088	24,883	20.4	30.4	18.8	10.7	.0319
Douglas	259,153	22,727	25.8	28.7	17.9	9.1	.0089
Ferry	54,579	21,286	23.6	31.7	13.3	7.9	.0017
Garfield	27,041	21,696	27.2	29.7	15.0	9.7	.0008
Grant	499,434	20,824	26.6	29.3	14.2	8.5	.0184
Grays Harbor	766,632	24,124	21.8	27.8	17.6	12.6	.0259

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Island	537,078	21,415	29.3	29.3	13.0	11.3	.0172
Jefferson	188,940	18,968	28.5	27.4	12.3	8.0	.0064
Kittitas	201,846	14,842	28.8	23.6	8.6	4.7	.0089
Klickitat	154,535	20,071	27.8	30.0	13.4	6.7	.0050
Lewis	564,587	19,913	26.3	27.5	14.1	8.3	.0213
Lincoln	124,794	26,131	22.4	31.0	18.0	15.2	.0036
Mason	348,259	20,003	28.6	29.3	12.7	8.0	.0117
Okanogan	243,527	14,606	29.3	25.7	6.6	3.6	.0105
Pacific	168,047	16,680	28.7	25.1	10.5	6.2	.0056
Pend Oreille	64,048	14,885	27.7	26.8	8.8	3.0	.0027
San Juan	110,015	20,840	26.7	29.0	11.6	11.7	.0035
Skagit	746,971	21,417	25.1	28.9	14.0	10.1	.0291
Skamania	56,586	15,943	36.4	27.8	4.3	1.9	.0018
Stevens	279,858	19,997	26.8	28.3	14.2	7.5	.0096
Wahkiakum	36,609	21,333	20.6	33.4	11.6	7.8	.0011
Walla Walla	497,810	21,298	25.2	27.2	15.3	10.5	.0179
Whitman	444,373	20,356	27.9	25.4	13.8	11.5	.0141
TOTAL METRO COUNTIES	**43,800,447**	**25,329**	**21.9**	**28.2**	**17.5**	**14.7**	**1.5248**
TOTAL STATE	**52,471,859**	**24,332**	**22.7**	**28.3**	**16.8**	**13.6**	**1.8340**

WEST VIRGINIA

W.VA.

S&MM ESTIMATES

POPULATION—12/31/85 | RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
CHARLESTON	**268.7**	**.1116**	**33.2**	**10.4**	**17.8**	**19.0**	**27.9**	**105.2**
Kanawha	225.3	.0936	33.6	10.6	17.6	18.6	28.9	89.7
• Charleston	58.6	.0243	36.9	10.1	17.0	17.0	35.3	25.8
Putnam	43.4	.0180	31.5	9.5	19.0	21.2	22.2	15.5
SUBURBAN TOTAL	210.1	.0873	32.4	10.5	18.0	19.6	25.8	79.4
HUNTINGTON - ASHLAND	**339.8**	**.1409**	**32.6**	**10.9**	**16.3**	**19.2**	**27.0**	**125.1**
Cabell	105.4	.0437	33.7	12.4	16.1	18.0	29.9	41.8
• Huntington	60.6	.0252	36.0	14.0	14.6	15.8	35.3	25.7
Wayne	47.5	.0197	31.9	10.3	16.3	19.8	25.2	16.9
Boyd, Ky.	*55.2*	*.0229*	*33.5*	*10.3*	*16.7*	*19.8*	*27.7*	*20.5*
• *Ashland*	*26.4*	*.0110*	*37.5*	*10.0*	*14.2*	*18.2*	*34.9*	*10.7*
Carter, Ky.	*26.3*	*.0109*	*30.3*	*11.5*	*16.0*	*18.5*	*24.0*	*8.8*
Greenup, Ky.	*40.4*	*.0167*	*31.4*	*9.8*	*16.9*	*21.0*	*23.0*	*13.6*
Lawrence, Ohio	*65.0*	*.0270*	*32.3*	*9.9*	*15.9*	*19.3*	*26.3*	*23.5*
SUBURBAN TOTAL	252.8	.1047	31.6	10.3	16.8	20.1	24.2	88.7
PARKERSBURG - MARIETTA	**159.0**	**.0660**	**32.5**	**10.8**	**16.5**	**19.4**	**26.5**	**59.2**
Wood	93.0	.0386	33.0	10.3	16.6	19.6	27.1	35.6
• Parkersburg	39.3	.0163	35.7	10.4	15.3	16.9	33.9	16.6

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CHARLESTON	**1,617,419**	**345,078**	**114,672**	**200,482**	**55,466**	**465,453**	**55,758**
Kanawha	1,454,886	309,342	104,051	192,745	53,035	410,261	52,339
• Charleston	752,341	116,998	62,479	142,632	23,672	209,180	21,539
Putnam	162,533	35,736	10,621	7,737	2,431	55,192	3,419
SUBURBAN TOTAL	865,078	228,080	52,193	57,850	31,794	256,273	34,219
HUNTINGTON - ASHLAND	**1,709,810**	**357,931**	**138,951**	**327,931**	**71,592**	**325,462**	**60,447**
Cabell	897,591	148,488	77,720	210,892	37,329	186,100	23,764
• Huntington	600,159	117,449	62,653	70,492	30,411	142,199	19,996
Wayne	126,653	29,207	8,281	26,465	2,752	23,312	1,567
Boyd, Ky.	*345,372*	*74,775*	*29,638*	*63,182*	*11,195*	*62,055*	*16,687*
• *Ashland*	*276,739*	*48,108*	*26,276*	*61,152*	*10,189*	*55,632*	*15,883*
Carter, Ky.	*86,146*	*25,490*	*5,525*	*8,961*	*7,492*	*12,422*	*3,392*
Greenup, Ky.	*82,963*	*31,096*	*4,636*	*4,281*	*3,171*	*16,072*	*2,767*
Lawrence, Ohio	*171,085*	*48,875*	*13,151*	*14,150*	*9,653*	*25,501*	*12,270*
SUBURBAN TOTAL	832,912	192,374	49,992	196,287	30,992	127,631	24,568
PARKERSBURG - MARIETTA	**905,277**	**175,873**	**75,211**	**140,170**	**27,212**	**213,831**	**40,056**
Wood	571,835	103,823	45,001	106,623	24,305	148,945	16,479
• Parkersburg	392,688	82,290	31,931	57,686	12,888	119,496	13,819

W.VA. (cont.)

ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Washington, Ohio	*66.0*	*.0274*	*31.9*	*11.5*	*16.4*	*19.2*	*25.7*	*23.6*	*373,442*	*72,050*	*30,310*	*33,547*	*12,907*	*64,886*	*23,577*
• *Marietta*	*16.8*	*.0070*	*32.4*	*16.6*	*15.6*	*15.3*	*30.6*	*6.5*	*197,240*	*39,129*	*22,578*	*28,735*	*8,021*	*27,235*	*18,795*
SUBURBAN TOTAL	102.9	.0427	31.5	10.0	17.1	21.0	23.1	36.1	315,349	54,454	20,802	53,749	16,303	67,100	7,442
STEUBENVILLE - WEIRTON	**156.5**	**.0650**	**33.7**	**10.9**	**15.8**	**18.2**	**29.8**	**58.2**	**684,885**	**185,212**	**57,722**	**85,502**	**24,915**	**131,909**	**29,018**
Brooke	29.6	.0123	32.7	12.4	15.9	18.4	27.9	10.7	106,803	30,855	12,868	8,052	5,393	16,845	5,315
Hancock	39.6	.0165	33.3	10.6	16.3	18.6	28.6	14.9	181,999	61,098	18,647	19,371	4,585	29,289	8,888
• Weirton	23.8	.0099	36.0	11.0	15.2	18.2	33.1	9.4	172,153	48,214	18,373	20,938	4,747	33,117	8,280
Jefferson, Ohio	*87.3*	*.0362*	*34.3*	*10.6*	*15.4*	*18.0*	*31.0*	*32.6*	*396,083*	*93,259*	*26,207*	*58,079*	*14,937*	*85,775*	*14,815*
• *Steubenville*	*24.1*	*.0100*	*38.5*	*11.2*	*14.1*	*15.6*	*38.1*	*9.6*	*219,485*	*35,089*	*15,052*	*45,206*	*10,796*	*43,187*	*11,018*
SUBURBAN TOTAL	108.6	.0451	32.6	10.8	16.3	18.8	27.2	39.2	293,247	101,909	24,297	19,358	9,370	55,605	9,720
WHEELING	**181.9**	**.0756**	**34.0**	**11.0**	**16.3**	**17.0**	**31.4**	**69.8**	**1,004,120**	**220,285**	**77,419**	**187,381**	**47,815**	**188,209**	**34,088**
Marshall	41.1	.0171	32.6	9.8	17.8	18.1	27.6	15.1	146,496	46,485	8,965	24,809	4,916	28,541	5,864
Ohio	58.7	.0244	34.7	13.0	15.4	16.3	33.3	23.1	347,820	61,750	34,499	25,925	27,049	89,403	11,196
• Wheeling	40.8	.0169	37.5	11.7	14.6	15.8	37.0	17.0	300,511	58,592	28,870	25,720	26,206	75,918	10,494
Belmont, Ohio	*82.1*	*.0341*	*34.3*	*10.1*	*16.1*	*17.0*	*31.9*	*31.6*	*509,804*	*112,050*	*33,955*	*136,647*	*15,850*	*70,265*	*17,028*
SUBURBAN TOTAL	141.1	.0587	33.3	10.7	16.7	17.4	29.8	52.8	703,609	161,693	48,549	161,661	21,609	112,291	23,594
OTHER COUNTIES															
Barbour	17.0	.0071	32.2	12.0	15.4	16.7	29.1	6.2	44,632	13,114	3,152	1,793	1,688	11,465	1,658
Berkeley	51.1	.0212	32.5	9.9	17.2	18.9	26.8	19.2	240,872	69,508	14,707	22,383	4,169	47,772	8,740
Boone	31.4	.0130	29.9	10.6	18.0	17.4	23.5	10.9	118,557	35,031	6,647	17,257	4,405	19,989	6,383
Braxton	14.6	.0061	34.1	9.3	15.6	17.0	31.6	5.5	84,487	19,875	3,941	9,698	1,120	19,274	2,551
Calhoun	9.0	.0038	33.1	9.6	16.5	16.5	30.3	3.4	22,364	8,337	448	1,829	682	4,518	1,672
Clay	11.9	.0049	30.1	9.7	16.2	16.7	25.4	4.2	24,900	10,485	634	2,097	1,213	2,926	878
Doddridge	7.9	.0033	33.2	9.3	15.1	17.0	30.2	2.7	9,293	3,284	524	152	424	1,103	415
Fayette	58.0	.0241	32.0	11.4	15.8	15.5	29.7	21.1	236,993	45,611	12,341	25,438	13,466	78,365	12,888
Gilmer	8.2	.0034	30.6	16.6	14.8	15.5	28.0	3.0	19,799	6,487	1,528	948	326	5,621	1,217
Grant	10.5	.0043	32.5	9.0	17.0	19.0	26.8	3.7	31,523	10,256	1,256	1,169	462	10,414	751
Greenbrier	37.9	.0158	33.8	9.9	16.0	18.0	30.1	14.3	215,291	68,159	12,148	21,249	2,218	58,318	10,019
Hampshire	16.2	.0067	32.7	9.2	16.1	18.1	28.1	5.8	49,291	14,480	2,300	1,682	1,200	11,627	1,414
Hardy	10.3	.0042	34.1	9.8	15.9	18.2	30.3	3.7	43,837	13,738	2,357	4,915	495	4,219	1,766
Harrison	77.8	.0323	34.5	10.1	15.5	17.5	31.7	29.7	382,016	89,752	27,609	61,732	10,971	92,298	16,439
Jackson	27.2	.0113	32.7	10.2	15.3	22.1	24.3	9.5	85,573	32,553	7,424	7,278	2,387	7,223	2,947
Jefferson	33.9	.0141	30.9	12.3	17.6	18.4	24.5	11.9	92,159	29,138	16,851	3,513	3,635	10,163	2,759
Lewis	18.9	.0078	34.9	9.1	15.5	17.7	32.2	7.1	83,231	19,726	6,654	8,202	5,430	24,054	2,588
Lincoln	23.9	.0099	30.3	10.3	16.1	18.2	24.3	7.9	31,684	10,308	1,832	2,870	1,578	5,375	1,161
Logan	51.0	.0212	29.6	10.8	17.8	16.4	24.0	17.7	223,431	47,315	12,582	37,721	10,692	53,160	11,178
McDowell	47.8	.0198	29.2	10.8	16.0	15.3	25.4	16.3	118,442	40,066	5,878	8,545	6,697	28,127	4,679
Marion	65.0	.0270	34.1	11.2	15.8	17.1	31.5	25.3	394,147	92,848	19,404	81,052	21,456	83,670	13,571
Mason	26.8	.0111	32.5	10.4	16.0	19.9	25.2	10.0	86,144	28,733	5,354	7,023	1,443	8,204	5,818
Mercer	73.5	.0306	32.6	11.1	16.7	16.9	29.1	27.8	488,268	90,362	29,794	102,086	24,820	131,028	16,748
☐ Mineral	27.8	.0115	32.8	9.9	16.1	19.0	27.4	10.2	59,502	13,796	5,641	6,031	2,398	13,854	2,779
Mingo	38.3	.0159	28.3	11.4	17.1	16.3	22.2	12.8	174,502	28,163	6,026	17,678	13,334	49,523	7,709
Monongalia	75.4	.0313	28.2	23.1	18.9	15.1	22.0	28.8	349,728	79,189	23,701	52,008	20,993	68,643	12,156
Monroe	13.5	.0056	34.3	8.6	15.2	18.2	30.8	4.8	13,395	3,044	336	953	331	2,660	1,611
Morgan	11.4	.0047	34.3	9.6	15.5	18.8	30.1	4.4	25,299	7,040	1,351	2,974	465	4,961	853
Nicholas	29.3	.0122	30.8	10.1	17.2	17.7	25.0	10.4	113,466	30,527	5,079	19,947	2,763	23,418	4,055
Pendleton	8.0	.0033	34.1	10.1	16.2	17.4	31.2	3.0	17,745	6,745	732	801	329	5,293	402
Pleasants	8.3	.0035	31.0	11.7	16.9	17.4	25.8	2.9	20,063	5,654	1,219	1,131	149	6,642	1,067
Pocahontas	10.5	.0043	35.1	9.5	15.0	17.7	32.4	3.9	46,352	10,271	6,372	2,250	835	16,021	1,966
Preston	31.7	.0132	31.9	10.1	16.4	17.5	27.4	11.3	109,697	27,759	4,148	6,823	1,758	47,353	1,883
Raleigh	88.6	.0368	31.9	9.7	17.7	17.1	27.4	32.7	489,032	101,340	30,924	99,485	21,823	113,749	15,979
Randolph	30.0	.0124	32.2	12.4	16.5	17.4	28.0	10.6	140,967	32,315	10,518	14,852	4,584	38,037	4,933
Ritchie	11.9	.0050	34.3	9.5	15.2	16.8	32.2	4.5	33,296	11,784	1,876	1,328	851	11,735	949
Roane	16.1	.0067	33.8	9.5	16.1	18.4	29.7	5.5	76,615	22,531	2,076	7,186	366	23,992	2,737
Summers	16.0	.0066	33.1	10.1	18.3	16.9	29.6	5.5	42,195	14,308	1,519	6,358	1,312	5,987	1,111
Taylor	17.2	.0072	33.3	9.3	16.2	17.5	29.7	6.3	42,105	10,460	3,297	4,108	1,538	8,960	2,952
Tucker	8.7	.0036	34.0	9.1	16.0	18.1	30.3	3.4	40,341	10,169	3,418	2,706	330	6,083	2,176
Tyler	11.3	.0047	32.9	9.1	15.5	18.8	28.1	4.1	21,118	5,282	1,205	892	580	5,689	1,148
Upshur	24.2	.0100	30.8	14.1	16.3	17.3	25.9	8.9	104,638	25,592	8,549	11,272	1,434	29,055	3,860
Webster	12.7	.0053	31.2	9.6	16.2	16.4	27.4	4.5	37,238	11,261	816	2,170	318	6,889	1,063
Wetzel	22.1	.0092	32.6	9.6	15.9	19.0	27.2	8.0	111,499	32,502	8,251	11,420	4,028	24,370	4,865
Wirt	5.4	.0022	33.2	10.2	14.2	19.9	27.6	1.9	6,939	1,498	607	204		1,224	
Wyoming	36.1	.0150	28.3	11.4	18.4	17.2	20.5	12.1	116,909	36,132	2,613	12,307	3,853	33,464	3,533
TOTAL METRO COUNTIES	**711.4**	**.2954**	**33.2**	**10.9**	**16.8**	**18.7**	**28.4**	**273.5**	**4,056,118**	**840,580**	**326,294**	**628,650**	**164,193**	**1,001,742**	**131,610**
TOTAL STATE	**1,967.9**	**.8171**	**32.3**	**11.2**	**16.7**	**17.8**	**27.6**	**730.7**	**9,316,191**	**2,153,320**	**646,292**	**1,338,135**	**367,144**	**2,254,403**	**336,858**

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FOR RESULTS

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S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over — A	B	C	D	Buying Power Index
CHARLESTON	**2,986,523**	**22,571**	**23.7**	**29.8**	**16.0**	**9.7**	**.1104**
Kanawha	2,572,249	22,485	23.8	29.2	15.8	10.3	.0959
• Charleston	771,833	20,398	24.4	24.0	13.3	13.5	.0348
Putnam	414,274	23,003	22.8	33.7	17.0	6.4	.0145
SUBURBAN TOTAL	2,214,690	23,166	23.5	31.8	16.8	8.5	.0756
HUNTINGTON - ASHLAND	**3,032,076**	**18,261**	**26.0**	**27.7**	**12.4**	**6.0**	**.1191**
Cabell	981,252	16,912	27.8	25.8	11.1	6.0	.0457
• Huntington	572,133	14,994	28.6	23.0	9.2	5.6	.0282
Wayne	395,546	17,952	26.4	27.3	12.6	5.3	.0137
Boyd, Ky.	*332,216*	*19,694*	*23.6*	*27.7*	*14.9*	*6.8*	*.0215*
• *Ashland*	*273,492*	*17,771*	*24.6*	*24.6*	*13.3*	*7.5*	*.0130*
Carter, Ky.	*184,699*	*14,734*	*27.9*	*24.5*	*8.7*	*4.3*	*.0075*
Greenup, Ky.	*326,793*	*19,394*	*26.3*	*32.8*	*10.7*	*4.8*	*.0109*
Lawrence, Ohio	*611,568*	*20,730*	*23.6*	*29.6*	*14.7*	*7.2*	*.0200*
SUBURBAN TOTAL	2,186,451	19,367	25.5	29.4	13.2	5.9	.0779
PARKERSBURG - MARIETTA	**1,575,994**	**21,114**	**25.8**	**31.1**	**14.6**	**7.0**	**.0608**
Wood	930,670	20,802	25.7	30.7	14.1	7.1	.0367
• Parkersburg	388,390	17,597	27.9	27.6	10.6	5.8	.0186
Washington, Ohio	*645,324*	*21,552*	*25.9*	*31.8*	*15.3*	*6.9*	*.0241*
• *Marietta*	*164,041*	*18,022*	*29.4*	*26.9*	*11.1*	*6.7*	*.0086*
SUBURBAN TOTAL	1,023,563	23,280	24.2	33.6	17.0	7.6	.0336
STEUBENVILLE - WEIRTON	**1,536,662**	**21,983**	**23.0**	**32.1**	**15.6**	**6.6**	**.0552**
Brooke	267,614	21,740	24.4	36.1	13.3	4.6	.0094
Hancock	386,120	21,989	22.9	33.3	15.4	5.9	.0142
• Weirton	256,310	23,352	21.6	32.0	17.4	7.6	.0103
Jefferson, Ohio	*882,928*	*22,069*	*22.5*	*30.3*	*16.4*	*7.6*	*.0316*
• *Steubenville*	*253,786*	*18,779*	*23.1*	*24.3*	*14.4*	*8.8*	*.0113*
SUBURBAN TOTAL	1,026,566	22,351	23.3	34.0	15.4	5.8	.0336
WHEELING	**1,620,652**	**20,744**	**24.4**	**30.0**	**15.0**	**6.6**	**.0691**
Marshall	403,513	22,398	22.9	32.1	16.7	6.3	.0138
Ohio	394,759	18,760	26.0	27.0	12.9	7.2	.0229
• Wheeling	419,373	17,293	26.2	24.8	12.0	7.2	.0173
Belmont, Ohio	*822,380*	*21,395*	*23.9*	*31.3*	*15.6*	*6.3*	*.0324*
SUBURBAN TOTAL	1,401,279	21,801	23.8	31.8	15.9	6.4	.0518
OTHER COUNTIES							
Barbour	121,343	14,812	31.9	24.6	8.1	2.4	.0046
Berkeley	486,848	19,512	26.4	28.9	13.7	6.2	.0180
Boone	259,549	19,845	24.8	32.9	11.7	5.0	.0098
Braxton	104,853	13,918	29.5	23.6	7.1	3.0	.0050
Calhoun	63,522	13,344	31.4	22.2	6.9	2.6	.0023
Clay	77,159	13,907	30.2	23.5	6.1	2.3	.0029
Doddridge	47,097	13,144	34.1	19.8	6.5	2.3	.0017
Fayette	436,665	15,351	32.2	25.1	9.2	3.3	.0177
Gilmer	55,963	12,982	31.4	22.7	4.3	3.1	.0022
Grant	81,926	16,584	30.4	25.3	10.1	4.9	.0029
Greenbrier	308,722	15,706	31.0	26.0	8.1	4.8	.0134
Hampshire	115,665	14,936	32.9	24.1	7.7	3.6	.0043
Hardy	72,930	15,275	32.5	26.3	7.2	2.2	.0031
Harrison	678,711	17,023	29.0	27.2	10.0	5.1	.0268
Jackson	219,454	19,482	22.9	31.7	12.4	4.6	.0080
Jefferson	313,127	20,232	29.2	30.2	13.6	6.9	.0104
Lewis	157,142	16,271	28.1	26.8	10.3	3.9	.0062
Lincoln	154,465	15,200	27.3	27.5	8.1	2.9	.0055
Logan	437,611	18,820	28.6	28.2	12.6	6.2	.0168
McDowell	333,445	15,124	30.9	25.7	8.6	3.5	.0124
Marion	599,986	18,327	28.5	28.0	12.6	5.2	.0246
Mason	202,909	16,037	30.3	27.3	8.0	3.4	.0077
Mercer	623,638	16,587	29.8	26.9	9.3	4.9	.0277
☐ Mineral	223,369	17,579	29.4	28.9	9.9	4.0	.0076
Mingo	252,962	14,262	27.9	24.4	8.1	3.4	.0114
Monongalia	736,143	17,431	27.8	23.9	12.1	8.1	.0271
Monroe	109,539	17,418	31.6	27.1	11.6	3.7	.0032
Morgan	97,232	15,936	29.1	27.8	8.3	3.7	.0032
Nicholas	264,398	19,403	27.5	27.9	14.2	6.4	.0097
Pendleton	52,657	13,252	36.5	22.1	5.5	1.2	.0020
Pleasants	66,006	18,474	26.0	31.7	10.6	3.8	.0023
Pocahontas	69,215	13,305	33.0	21.1	6.0	2.2	.0031
Preston	238,442	15,669	29.8	26.8	7.6	3.8	.0093
Raleigh	819,591	19,237	28.2	29.4	12.4	6.3	.0325
Randolph	242,499	16,549	30.6	26.6	8.9	4.8	.0098
Ritchie	79,649	13,117	33.3	21.0	6.5	1.8	.0031
Roane	112,112	15,091	31.1	26.2	7.2	3.3	.0051
Summers	116,782	14,368	29.2	24.1	8.0	4.8	.0043
Taylor	148,760	18,273	28.6	27.7	11.7	6.1	.0049
Tucker	63,425	13,965	32.3	24.0	6.9	2.0	.0029
Tyler	120,768	23,757	23.2	25.5	21.4	10.0	.0034
Upshur	202,220	17,349	28.6	28.5	10.4	4.1	.0079
Webster	89,732	14,804	30.7	25.4	7.5	3.6	.0035
Wetzel	164,343	16,718	24.5	31.5	8.9	2.4	.0071
Wirt	40,141	16,735	26.6	31.9	8.5	2.9	.0013
Wyoming	289,275	20,012	24.6	32.3	13.0	4.7	.0106
TOTAL METRO COUNTIES	**7,169,368**	**20,525**	**25.1**	**29.5**	**14.2**	**7.5**	**.2744**
TOTAL STATE	**17,497,989**	**18,167**	**27.4**	**28.0**	**11.8**	**5.8**	**.6761**

WISCONSIN

WISC.

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
APPLETON - OSHKOSH - NEENAH	**300.8**	**.1249**	**30.4**	**13.0**	**17.3**	**17.9**	**24.1**	**109.1**	**1,534,686**	**276,121**	**144,883**	**237,419**	**78,411**	**313,600**	**33,020**
Calumet	33.6	.0140	29.4	11.2	16.6	17.9	22.8	11.3	105,987	22,125	10,501	20,127	2,940	25,267	3,200
Outagamie	133.2	.0553	29.7	12.3	17.4	17.9	22.8	47.2	738,961	127,117	62,469	142,339	46,180	169,921	11,593
• Appleton	62.7	.0260	30.7	13.1	18.0	17.6	24.7	23.9	363,698	75,346	32,568	83,340	32,311	45,774	7,268
Winnebago	134.0	.0556	31.3	14.2	17.3	18.0	25.6	50.6	689,738	126,879	71,913	74,953	29,291	118,412	18,227
• Neenah	22.6	.0094	31.2	11.4	17.1	18.8	24.8	8.6	124,807	28,397	10,097	4,388	4,330	24,201	6,834
• Oshkosh	50.3	.0209	30.9	19.1	16.8	15.1	28.0	19.7	389,114	62,440	41,607	54,011	14,508	58,269	8,666
SUBURBAN TOTAL	165.2	.0686	29.9	11.4	16.9	18.8	22.7	56.9	657,067	109,938	60,611	93,680	27,262	185,356	10,252
EAU CLAIRE	**137.8**	**.0572**	**29.9**	**15.2**	**16.8**	**16.2**	**25.3**	**49.2**	**813,978**	**127,104**	**70,777**	**108,784**	**35,237**	**214,188**	**17,034**
Chippewa	53.2	.0221	31.2	10.2	16.2	17.0	26.9	18.3	247,800	36,605	17,346	13,144	5,455	80,662	5,677
Eau Claire	84.6	.0351	29.2	18.4	17.1	15.8	24.3	30.9	566,178	90,499	53,431	95,640	29,782	133,526	11,357
• Eau Claire	54.6	.0227	28.3	23.2	17.1	13.7	24.9	20.4	512,640	81,218	46,034	93,919	26,202	111,263	10,802
SUBURBAN TOTAL	83.2	.0345	31.0	10.0	16.6	17.9	25.5	28.8	301,338	45,886	24,743	14,865	9,035	102,925	6,232
GREEN BAY	**183.2**	**.0760**	**29.4**	**12.9**	**18.4**	**17.9**	**21.8**	**67.2**	**1,057,808**	**148,122**	**109,194**	**231,125**	**57,205**	**220,165**	**17,248**
Brown	183.2	.0760	29.4	12.9	18.4	17.9	21.8	67.2	1,057,808	148,122	109,194	231,125	57,205	220,165	17,248
• Green Bay	90.9	.0377	30.5	13.7	19.0	16.0	25.5	36.8	636,176	75,621	70,096	142,325	40,018	105,709	12,998
SUBURBAN TOTAL	92.3	.0383	28.2	12.1	17.8	19.8	18.2	30.4	421,632	72,501	39,098	88,800	17,187	114,456	4,250
JANESVILLE - BELOIT	**139.5**	**.0579**	**31.1**	**11.6**	**16.8**	**19.0**	**24.5**	**51.6**	**771,651**	**152,979**	**72,874**	**136,694**	**26,738**	**133,598**	**25,340**
Rock	139.5	.0579	31.1	11.6	16.8	19.0	24.5	51.6	771,651	152,979	72,874	136,694	26,738	133,598	25,340
• Beloit	34.1	.0142	30.5	13.2	16.8	16.6	25.9	13.1	271,791	57,340	24,145	45,014	7,894	48,845	10,071
• Janesville	51.9	.0216	30.4	12.1	17.6	19.1	22.8	19.9	411,295	76,676	38,062	90,880	16,739	73,128	11,645
SUBURBAN TOTAL	53.5	.0221	32.2	10.2	15.9	20.4	25.1	18.6	88,565	18,963	10,667	800	2,105	11,625	3,624

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WISC. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
KENOSHA	**122.5**	**.0509**	**31.5**	**11.9**	**16.7**	**18.8**	**25.5**	**44.1**	**600,098**	**154,950**	**67,371**	**75,165**	**22,846**	**89,114**	**20,202**
Kenosha	122.5	.0509	31.5	11.9	16.7	18.8	25.5	44.1	600,098	154,950	67,371	75,165	22,846	89,114	20,202
• Kenosha	76.2	.0316	31.3	12.9	17.1	17.2	26.5	28.1	448,336	115,792	49,956	65,373	20,479	69,748	17,666
SUBURBAN TOTAL	46.3	.0193	31.9	10.4	16.2	21.3	23.7	16.0	151,762	39,158	17,415	9,792	2,367	19,366	2,536
LA CROSSE	**93.6**	**.0389**	**29.9**	**17.7**	**17.1**	**16.0**	**25.2**	**34.5**	**596,368**	**104,494**	**59,076**	**101,191**	**35,895**	**126,672**	**16,694**
La Crosse	93.6	.0389	29.9	17.7	17.1	16.0	25.2	34.5	596,368	104,494	59,076	101,191	35,895	126,672	16,694
• La Crosse	48.2	.0200	30.0	24.4	14.4	13.1	29.8	19.0	492,125	69,189	49,038	92,697	34,643	100,142	12,582
SUBURBAN TOTAL	45.4	.0189	29.7	10.5	20.1	19.1	20.3	15.5	104,243	35,305	10,038	8,494	1,252	26,530	4,112
MADISON	**336.7**	**.1398**	**29.4**	**17.3**	**22.3**	**17.6**	**19.8**	**132.7**	**2,337,022**	**362,715**	**254,205**	**283,654**	**247,766**	**501,380**	**57,162**
Dane	336.7	.1398	29.4	17.3	22.3	17.6	19.8	132.7	2,337,022	362,715	254,205	283,654	247,766	501,380	57,162
• Madison	172.9	.0718	28.8	22.2	22.9	15.7	20.2	71.2	1,386,506	205,124	177,357	248,447	75,835	254,787	40,554
SUBURBAN TOTAL	163.8	.0680	29.9	12.1	21.7	19.6	19.4	61.5	950,516	157,591	76,848	35,207	171,931	246,593	16,608
MILWAUKEE	**1,401.0**	**.5818**	**31.8**	**11.8**	**17.5**	**18.5**	**25.9**	**527.7**	**7,828,190**	**1,551,008**	**792,842**	**1,066,454**	**369,683**	**1,648,129**	**264,809**
Milwaukee	942.4	.3913	32.1	12.8	17.9	16.6	28.2	374.0	5,512,159	1,047,972	604,629	796,799	290,606	1,011,729	199,744
• Milwaukee	613.6	.2548	30.9	13.9	18.7	15.1	27.2	246.7	3,009,846	647,130	400,718	372,128	173,586	454,454	125,845
Wauwatosa	50.3	.0209	38.5	9.2	15.6	17.9	36.4	19.9	587,243	38,175	42,767	100,446	22,330	131,024	12,823
West Allis	64.8	.0269	35.1	12.1	16.8	16.1	34.1	27.3	475,722	77,082	46,100	82,108	36,477	131,710	13,818
Ozaukee	70.8	.0294	31.9	9.9	16.3	22.4	22.6	24.3	342,689	71,861	27,925	9,716	11,094	126,441	12,989
Washington	91.3	.0380	29.9	10.1	18.1	20.6	20.1	30.2	333,637	83,125	34,681	40,715	15,060	49,190	11,036
Waukesha	296.5	.1231	31.3	9.8	17.0	22.9	20.8	99.2	1,639,705	348,052	125,667	219,224	52,923	460,769	41,040
• Waukesha	52.8	.0219	28.9	13.9	20.8	18.0	19.3	19.6	402,543	70,987	27,525	61,528	9,506	144,605	9,583
SUBURBAN TOTAL	734.6	.3051	32.9	10.0	16.5	21.3	25.2	261.4	4,417,782	833,291	364,599	642,798	186,592	1,047,070	129,381
MILWAUKEE - RACINE CONSOLIDATED AREA	***1,575.2***	***.6541***	***31.7***	***11.8***	***17.5***	***18.5***	***25.7***	***590.6***	***8,656,737***	***1,735,339***	***870,031***	***1,183,535***	***406,969***	***1,809,493***	***292,639***
RACINE	**174.2**	**.0723**	**31.0**	**11.2**	**17.2**	**18.9**	**24.2**	**62.9**	**828,547**	**184,331**	**77,189**	**117,081**	**37,286**	**161,364**	**27,830**
Racine	174.2	.0723	31.0	11.2	17.2	18.9	24.2	62.9	828,547	184,331	77,189	117,081	37,286	161,364	27,830
• Racine	83.3	.0346	31.0	12.0	17.6	16.0	26.9	32.5	493,896	124,875	41,354	98,014	24,413	50,349	25,475
SUBURBAN TOTAL	90.9	.0377	31.0	10.4	16.8	21.5	21.9	30.4	334,651	59,456	35,835	19,067	12,873	111,015	2,345

MADISON SOLID NO.1 IN WISCONSIN
OUTSIDE MILWAUKEE

- $4 Billion Buying Income
- $2.1 Billion Retail Sales
- 334,700 Population
- 110,666 Daily Circulation (3,125 over 1985)
- 147,112 Sunday Circulation (6,744 over 1985)

WISC. (cont.)

ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
SHEBOYGAN	101.6	.0421	32.5	10.9	16.3	17.5	28.4	37.1	443,828	95,105	41,730	74,819	15,353	91,282	14,942
Sheboygan	101.6	.0421	32.5	10.9	16.3	17.5	28.4	37.1	443,828	95,105	41,730	74,819	15,353	91,282	14,942
• Sheboygan	47.3	.0196	33.6	11.4	16.0	16.0	31.8	18.6	299,892	64,762	27,738	61,283	10,721	57,494	12,134
SUBURBAN TOTAL	54.3	.0225	31.5	10.6	16.5	18.9	25.4	18.5	143,936	30,343	13,992	13,536	4,632	33,788	2,808
WAUSAU	114.9	.0477	30.7	11.3	17.1	18.2	24.5	41.1	537,170	102,829	36,649	90,152	22,874	115,336	7,712
Marathon	114.9	.0477	30.7	11.3	17.1	18.2	24.5	41.1	537,170	102,829	36,649	90,152	22,874	115,336	7,712
• Wausau	32.3	.0134	33.9	12.8	16.3	14.2	32.1	13.5	326,520	55,955	20,866	65,650	11,627	67,464	6,486
SUBURBAN TOTAL	82.6	.0343	29.6	10.8	17.4	19.8	21.6	27.6	210,650	46,874	15,783	24,502	11,247	47,872	1,226
OTHER COUNTIES															
Adams	13.9	.0058	37.4	8.8	15.1	18.0	35.2	5.2	33,837	7,387	2,288	2,049	711	5,336	625
Ashland	16.9	.0070	33.9	11.1	14.5	15.1	33.2	6.4	90,187	14,484	7,722	7,669	2,541	18,130	2,481
Barron	40.8	.0170	33.5	10.6	14.8	16.6	31.2	15.4	234,389	37,948	20,316	25,888	6,685	64,025	8,326
Bayfield	14.5	.0060	35.2	8.1	15.0	17.3	33.0	5.5	31,908	9,245	5,923	1,366	374	4,777	1,224
Buffalo	14.3	.0060	33.8	10.0	14.1	17.2	31.2	5.4	36,909	9,291	4,813	411	867	7,007	1,449
Burnett	13.8	.0057	38.0	7.9	13.2	17.0	36.7	5.2	44,741	9,210	4,753	2,293	996	11,485	672
Clark	35.1	.0145	32.9	9.2	13.8	16.5	30.6	12.2	83,807	22,379	6,890	4,887	2,646	31,805	3,296
Columbia	46.3	.0193	34.0	9.3	13.7	18.4	29.9	17.5	250,736	46,420	32,191	8,563	6,255	54,615	7,117
Crawford	16.7	.0069	33.0	9.0	15.0	16.4	30.6	6.0	64,636	16,152	6,885	5,178	2,116	30,882	1,645
Dodge	76.6	.0318	32.6	10.4	16.6	18.0	28.0	26.5	269,736	51,195	21,232	46,125	7,274	50,050	6,238
Door	26.9	.0112	33.7	10.6	16.0	16.0	31.9	10.4	133,425	30,371	21,368	10,195	4,361	32,278	2,537
☐ Douglas	43.4	.0180	32.4	12.2	16.6	16.2	29.6	16.7	205,443	38,890	30,832	20,672	4,743	39,395	5,715
• Superior	28.1	.0117	32.4	14.1	16.6	14.8	30.9	11.4	180,147	34,625	23,870	19,389	4,341	38,861	5,673
Dunn	35.4	.0147	27.9	21.6	15.7	14.7	24.1	11.9	133,105	29,757	14,296	14,049	3,112	38,195	4,692
Florence	4.1	.0017	35.9	8.3	13.2	17.4	33.7	1.4	6,708	1,434	1,761		39	2,024	249
Fond du Lac	89.8	.0373	31.5	11.6	16.6	17.3	25.8	31.4	437,484	98,742	38,347	61,439	20,287	98,750	14,427
Forest	9.5	.0040	33.7	10.2	12.9	16.4	32.0	3.4	15,899	5,711	1,479	885	485	1,019	449
Grant	52.8	.0219	29.4	16.1	14.4	15.6	26.4	17.8	205,311	48,285	18,954	11,717	8,096	52,099	5,441
Green	31.6	.0131	32.6	9.9	16.6	17.2	28.8	12.0	242,432	40,917	14,726	8,332	5,599	30,263	5,781
Green Lake	19.1	.0079	35.9	8.8	14.3	16.7	34.4	7.3	118,461	23,094	10,287	24,897	2,845	23,334	1,997
Iowa	20.5	.0085	31.6	10.3	16.0	16.2	28.3	7.5	251,567	23,626	9,698	2,723	4,893	33,234	5,708
Iron	6.4	.0027	40.3	8.8	13.2	13.5	40.2	2.7	48,756	13,687	4,506	2,592	860	6,197	333
Jackson	16.9	.0070	34.2	9.2	15.0	17.2	31.7	6.3	95,317	23,595	8,625	1,388	1,207	21,655	1,828
Jefferson	67.7	.0281	31.6	12.8	16.1	18.1	26.5	24.0	238,133	39,322	29,629	40,077	10,003	34,422	7,295
Juneau	21.9	.0091	34.8	8.9	13.9	17.2	32.5	8.5	92,729	15,255	9,207	3,513	1,713	21,880	2,425
Kewaunee	19.8	.0082	31.6	10.8	14.9	16.0	29.0	6.8	60,290	15,036	6,140	1,093	3,660	16,006	1,232
Lafayette	17.2	.0071	31.8	10.7	14.6	16.6	28.8	6.2	35,515	7,176	3,424	557	1,273	8,111	923
Langlade	20.1	.0084	34.4	9.3	13.6	16.3	32.9	7.5	143,122	29,066	9,930	12,400	1,668	38,988	3,882
Lincoln	29.1	.0120	34.1	9.7	13.9	18.1	30.6	10.8	99,395	33,941	10,807	5,539	3,142	9,792	4,241
Manitowoc	82.6	.0343	32.4	10.8	15.9	17.1	28.8	29.8	329,263	62,320	28,819	66,815	12,615	64,211	8,527
Marinette	40.6	.0169	34.4	9.6	14.4	17.1	32.0	15.4	203,378	43,788	17,834	25,192	6,386	38,998	7,120
Marquette	13.2	.0055	38.2	8.1	13.1	16.8	37.1	5.3	26,815	7,280	3,264	499	663	5,705	730
Menominee	3.6	.0015	22.6	12.1	13.3	15.4	17.1	.8	3,568	1,853	263	790			
Monroe	36.4	.0151	33.1	9.4	15.3	17.5	29.7	12.9	137,943	34,109	20,886	13,698	3,833	37,444	3,203
Oconto	30.9	.0128	33.5	9.3	14.5	17.3	30.6	11.4	77,510	17,760	7,822	2,304	1,685	17,720	1,870
Oneida	32.6	.0136	35.4	9.4	15.0	16.8	31.7	12.7	205,602	44,525	22,131	31,934	5,938	46,870	3,758
Pepin	7.5	.0031	32.6	10.3	14.3	15.6	31.0	2.8	23,667	4,013	3,076	401	1,043	5,768	1,164
Pierce	32.9	.0137	28.1	17.7	16.7	16.2	22.3	11.1	113,733	23,681	17,295	212	4,417	25,296	6,334
Polk	34.6	.0143	33.4	9.1	15.7	16.9	30.6	12.9	124,288	27,888	15,180	3,136	3,627	23,766	3,427
Portage	60.7	.0252	27.6	19.2	17.2	15.8	21.5	20.4	297,201	51,476	31,678	30,500	11,513	52,068	6,542
Price	16.6	.0069	35.6	8.1	13.7	16.7	34.0	6.3	63,371	19,291	4,527	2,086	1,934	12,408	2,372
Richland	17.6	.0074	33.8	10.1	15.3	15.8	32.3	6.5	77,477	18,627	4,904	3,298	2,238	21,379	2,551
Rusk	16.2	.0067	33.0	10.0	14.3	15.5	31.6	5.8	52,564	11,883	2,612	2,871	1,126	6,210	1,986
☐ St. Croix	46.9	.0195	30.0	11.0	17.7	18.9	22.3	15.9	186,030	31,904	18,296	14,758	3,535	31,528	6,003
Sauk	44.6	.0185	33.6	9.6	15.5	17.4	30.4	16.9	212,192	70,883	25,312	11,661	6,498	28,465	8,229
Sawyer	14.4	.0060	37.0	8.0	13.4	17.4	35.0	5.3	66,322	16,824	6,041	1,380	1,473	9,334	2,454
Shawano	38.0	.0158	34.8	9.0	13.4	17.2	32.6	13.8	132,179	31,390	12,152	12,372	3,844	29,169	5,115
Taylor	18.8	.0078	31.1	10.9	14.5	16.1	28.3	6.4	49,500	8,159	3,297	2,384	2,490	16,010	1,598
Trempealeau	26.6	.0111	34.1	9.0	14.8	16.8	31.9	9.7	108,831	21,715	9,791	2,726	3,255	33,873	1,520
Vernon	26.4	.0110	36.0	8.6	14.3	17.0	34.2	9.9	75,466	24,064	7,233	1,234	4,465	18,396	3,040
Vilas	18.3	.0076	40.2	7.2	13.1	17.9	38.9	7.3	90,898	29,305	10,630	3,042	1,747	14,431	2,625
Walworth	73.1	.0303	31.7	14.5	15.7	17.7	27.1	26.9	373,464	81,599	35,518	16,328	7,086	85,649	10,155
Washburn	14.3	.0059	35.9	8.1	14.3	17.0	34.2	5.5	62,367	18,970	7,411	1,606	1,675	11,767	3,424
Waupaca	44.4	.0184	34.7	9.3	14.6	16.7	32.9	16.2	189,375	40,594	19,483	21,594	6,814	49,184	4,289
Waushara	20.4	.0085	36.9	8.4	14.0	17.2	35.2	8.1	70,207	13,040	3,888	3,428	967	18,175	900
Wood	78.9	.0328	31.1	11.4	16.1	17.7	26.1	28.9	345,721	88,893	38,697	93,645	18,490	127,310	8,589
TOTAL METRO COUNTIES	3,196.1	1.3270	31.8	12.8	17.9	18.1	26.6	1,189.8	17,742,839	3,236,155	1,775,986	2,589,966	987,572	3,646,981	513,781
TOTAL STATE	4,818.0	2.0006	31.5	12.2	17.1	17.7	26.3	1,780.0	24,990,518	4,866,718	2,483,631	3,211,099	1,176,804	5,199,779	715,938

What kinds of stores are 'Furniture/Furnish./Appliance'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

Green Bay's outstanding reach & frequency

1-issue daily reach

70.6%

(5-issue reach — 84.0%
5-issue frequency — 4.2x)

1-issue Sunday reach

84.6%

(5-issue reach — 95.6%
5-issue frequency — 4.4x)

Represented by
Gannett Media Sales

Source: Survey of Green Bay SMA adults, 18+, by Bergo & Matousek Research, Nov. 1984.

Green Bay Press-Gazette

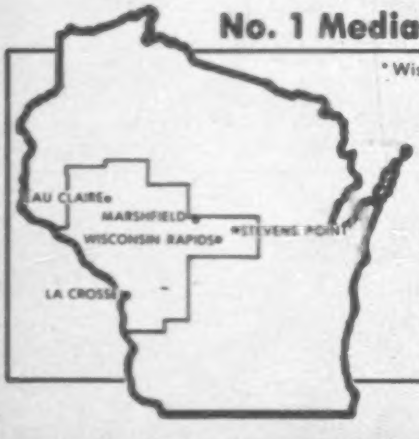
Circulation more than
55,000 daily 75,000 Sunday

WISC.
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
APPLETON - OSHKOSH - NEENAH	**3,453,489**	**25,654**	**22.7**	**34.2**	**18.5**	**10.3**	**.1195**
Calumet	365,126	26,785	21.8	35.7	19.5	10.6	.0116
Outagamie	1,541,876	26,694	21.0	35.5	19.1	11.0	.0343
• Appleton	783,036	26,269	21.6	34.4	19.0	11.0	.0270
Winnebago	1,546,487	24,330	24.5	32.7	17.7	9.6	.0536
• Neenah	282,871	26,654	20.8	35.2	18.8	12.2	.0096
• Oshkosh	545,611	20,450	29.2	29.8	13.7	7.7	.0223
SUBURBAN TOTAL	1,841,971	26,885	21.1	35.6	19.9	10.7	.0606
EAU CLAIRE	**1,384,086**	**21,108**	**28.0**	**29.9**	**14.8**	**8.0**	**.0535**
Chippewa	531,799	22,275	26.5	31.1	15.5	9.0	.0192
Eau Claire	852,287	20,415	28.8	29.2	14.5	7.4	.0343
• Eau Claire	548,617	19,414	30.1	28.3	13.5	6.7	.0254
SUBURBAN TOTAL	835,469	22,286	26.5	31.0	15.8	8.8	.0281
GREEN BAY	**2,075,950**	**25,113**	**22.2**	**34.3**	**17.8**	**9.7**	**.0751**
Brown	2,075,950	25,113	22.2	34.3	17.8	9.7	.0751
• Green Bay	1,018,845	22,022	25.2	33.3	14.2	7.4	.0394
SUBURBAN TOTAL	1,057,105	28,689	18.6	35.3	22.1	12.5	.0357
JANESVILLE - BELOIT	**1,665,256**	**26,947**	**20.5**	**32.3**	**19.8**	**11.9**	**.0579**
Rock	1,665,256	26,947	20.5	32.3	19.8	11.9	.0579
• Beloit	387,118	23,707	22.4	29.8	17.8	9.9	.0156
• Janesville	648,979	27,628	19.7	34.3	19.7	12.0	.0247
SUBURBAN TOTAL	629,159	28,198	19.9	32.0	21.3	13.1	.0176
KENOSHA	**1,599,091**	**30,001**	**18.7**	**28.5**	**21.9**	**18.1**	**.0517**
Kenosha	1,599,091	30,001	18.7	28.5	21.9	18.1	.0517
• Kenosha	972,372	28,321	19.8	29.2	20.8	16.0	.0333
SUBURBAN TOTAL	626,719	32,854	16.6	27.3	23.9	21.9	.0184
LA CROSSE	**1,079,773**	**23,478**	**24.9**	**30.5**	**17.0**	**10.6**	**.0397**
La Crosse	1,079,773	23,478	24.9	30.5	17.0	10.6	.0397
• La Crosse	542,792	20,089	27.9	27.2	14.2	8.9	.0243
SUBURBAN TOTAL	536,981	27,485	21.1	34.9	20.3	12.6	.0154
MADISON	**4,282,823**	**25,071**	**23.8**	**29.8**	**18.3**	**12.4**	**.1546**
Dane	4,282,823	25,071	23.8	29.8	18.3	12.4	.1546
• Madison	2,197,730	22,578	25.4	27.5	15.8	12.1	.0834
SUBURBAN TOTAL	2,085,093	27,525	22.0	32.4	21.2	12.9	.0712
MILWAUKEE	**17,626,161**	**26,847**	**21.1**	**29.9**	**20.2**	**13.6**	**.5994**
Milwaukee	11,383,319	23,880	23.6	29.9	17.7	10.6	.4000
• Milwaukee	6,766,734	21,277	25.7	29.4	15.8	7.7	.2365
Wauwatosa	760,120	30,517	19.6	29.4	22.4	18.7	.0304
West Allis	821,839	24,740	23.9	34.0	18.1	9.2	.0303
Ozaukee	1,043,162	35,076	14.3	27.9	25.5	24.6	.0319
Washington	1,033,865	28,977	17.9	35.3	23.3	12.3	.0332
Waukesha	4,165,815	34,973	14.0	28.7	27.4	22.6	.1343
• Waukesha	676,278	29,347	19.1	32.7	23.7	13.3	.0251
SUBURBAN TOTAL	10,183,149	31,696	16.9	30.2	24.1	19.1	.3378
MILWAUKEE - RACINE CONSOLIDATED AREA	***19,673,118***	***26,872***	***21.0***	***30.0***	***20.3***	***13.4***	***.6681***
RACINE	**2,046,957**	**27,060**	**19.9**	**32.0**	**21.2**	**11.8**	**.0687**
Racine	2,046,957	27,060	19.9	32.0	21.2	11.8	.0687
• Racine	947,278	23,817	22.9	30.9	18.8	8.6	.0345
SUBURBAN TOTAL	1,099,679	30,123	16.8	32.9	23.8	15.3	.0342

No. 1 Media* In 13 Counties of Central/Western Wisconsin



*Wisconsin Newspaper Association Survey. Copies available on request.

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THE WISCONSIN NEWSPAPER GROUP

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Represented by Branham Newspaper Sales, Inc.

WISC. (cont.)

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
SHEBOYGAN	**1,182,123**	**26,039**	**21.9**	**34.1**	**19.3**	**10.3**	**.0391**
Sheboygan	1,182,123	26,039	21.9	34.1	19.3	10.3	.0391
• Sheboygan	551,695	23,902	23.5	33.1	16.9	8.8	.0202
SUBURBAN TOTAL	630,428	28,050	20.1	35.2	21.7	11.8	.0189
WAUSAU	**1,186,214**	**23,309**	**23.8**	**33.9**	**16.0**	**8.0**	**.0422**
Marathon	1,186,214	23,309	23.8	33.9	16.0	8.0	.0422
• Wausau	371,979	20,854	24.6	29.8	14.5	7.6	.0163
SUBURBAN TOTAL	814,235	24,307	23.4	35.9	16.7	8.2	.0259
OTHER COUNTIES							
Adams	131,083	18,763	29.9	28.5	12.4	5.9	.0042
Ashland	148,035	17,191	32.8	27.4	10.3	4.3	.0059
Barron	351,723	17,323	31.8	28.3	9.6	4.4	.0147
Bayfield	120,786	16,329	32.3	26.1	10.5	3.4	.0040
Buffalo	138,050	18,703	30.5	27.9	10.9	7.7	.0045
Burnett	115,189	16,369	33.2	27.2	8.1	4.3	.0040
Clark	272,873	16,485	31.3	26.5	8.6	5.0	.0096
Columbia	458,950	20,981	27.2	32.7	14.1	5.9	.0175
Crawford	141,485	16,631	32.0	26.7	8.6	5.6	.0054
Dodge	807,331	24,339	24.0	33.4	17.6	9.4	.0266
Door	286,615	20,990	28.6	33.0	11.9	7.8	.0102
☐ Douglas	459,334	21,489	25.3	29.5	15.8	8.0	.0162
• Superior	312,383	20,657	25.8	27.3	15.5	8.6	.0118
Dunn	278,175	16,497	32.5	27.0	8.4	4.9	.0109
Florence	32,791	17,187	28.3	27.0	11.0	5.5	.0011
Fond du Lac	924,031	/23,804	24.9	34.7	17.0	7.6	.0334
Forest	74,963	16,687	36.5	26.8	8.1	3.5	.0025
Grant	458,065	19,017	28.3	29.3	11.8	6.4	.0169
Green	352,603	22,305	26.1	31.1	15.0	9.4	.0141
Green Lake	184,805	19,375	30.6	30.4	12.0	5.8	.0075
Iowa	166,450	16,563	33.7	28.1	6.7	5.0	.0101
Iron	44,621	12,298	36.9	19.5	3.0	1.6	.0024
Jackson	142,651	16,978	30.4	28.7	9.0	4.0	.0059
Jefferson	718,813	23,842	23.7	34.0	16.9	8.5	.0241
Juneau	192,345	16,693	32.9	26.6	9.1	4.7	.0072
Kewaunee	184,991	21,006	27.2	31.1	13.3	8.1	.0063
Lafayette	150,947	18,896	29.9	29.7	11.3	5.8	.0049
Langlade	183,003	18,140	30.2	27.9	10.8	6.4	.0080
Lincoln	269,607	18,885	30.6	30.9	10.6	5.3	.0094
Manitowoc	847,120	22,923	25.5	34.4	15.2	7.5	.0291
Marinette	367,860	18,688	28.1	31.4	11.0	4.4	.0144
Marquette	118,850	16,852	32.0	28.4	7.5	4.9	.0038
Menominee	18,878	19,259	36.3	30.4	14.3	2.8	.0008
Monroe	354,284	20,524	27.7	31.1	12.8	7.6	.0127
Oconto	284,343	19,110	29.7	29.2	12.8	5.7	.0093
Oneida	306,455	18,649	31.8	31.1	10.5	4.6	.0127
Pepin	70,910	19,387	28.1	30.4	12.2	5.3	.0024
Pierce	333,789	22,865	25.4	32.0	15.0	9.8	.0113
Polk	316,435	18,766	29.6	29.5	11.4	5.8	.0110
Portage	620,881	23,391	24.4	30.8	16.8	9.8	.0226
Price	154,953	18,336	27.9	28.5	11.9	5.8	.0056
Richland	159,055	18,404	30.1	29.9	9.6	6.0	.0061
Rusk	117,375	14,688	36.3	24.2	6.2	2.7	.0045
☐ St. Croix	529,655	27,496	19.7	31.3	20.5	13.3	.0174
Sauk	456,410	20,500	28.6	32.3	12.5	6.6	.0164
Sawyer	115,554	15,799	32.2	25.7	8.8	4.1	.0047
Shawano	330,611	17,896	30.6	28.2	10.8	5.2	.0119
Taylor	159,749	18,423	31.0	29.0	10.3	6.5	.0054
Trempealeau	217,972	17,035	33.1	27.7	8.8	4.2	.0085
Vernon	239,241	17,389	29.5	26.3	10.7	6.2	.0081
Vilas	174,728	17,710	33.6	28.4	9.4	5.5	.0066
Walworth	648,661	18,701	29.9	32.3	9.8	4.4	.0257
Washburn	115,943	15,677	35.5	25.0	8.3	2.9	.0046
Waupaca	412,409	19,623	28.1	31.3	11.9	5.7	.0151
Waushara	179,632	16,212	32.4	27.1	8.2	4.1	.0064
Wood	885,884	24,535	23.3	31.2	18.0	10.5	.0341
TOTAL METRO COUNTIES	**38,570,912**	**25,986**	**21.9**	**31.0**	**19.3**	**12.2**	**1.3350**
TOTAL STATE	**53,909,875**	**23,674**	**24.2**	**30.8**	**17.0**	**10.3**	**1.9001**

WYOMING

WYO.

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CASPER	**76.4**	**.0317**	**29.0**	**13.5**	**21.5**	**18.5**	**18.5**	**28.8**	**561,209**	**119,510**	**46,188**	**54,727**	**31,334**	**140,362**	**22,910**
Natrona	76.4	.0317	29.0	13.5	21.5	18.5	18.5	28.8	561,209	119,510	46,188	54,727	31,334	140,362	22,910
• Casper	51.0	.0212	29.7	13.6	21.1	18.5	20.4	19.7	516,132	108,143	38,244	53,277	30,842	136,132	22,596
SUBURBAN TOTAL	25.4	.0105	27.5	13.4	21.9	18.6	15.0	9.1	45,077	11,367	7,944	1,450	492	4,230	314
CHEYENNE	**73.6**	**.0306**	**29.9**	**13.2**	**19.1**	**19.0**	**21.3**	**28.4**	**536,719**	**82,823**	**47,753**	**63,475**	**32,947**	**103,719**	**19,015**
Laramie	73.6	.0306	29.9	13.2	19.1	19.0	21.3	28.4	536,719	82,823	47,753	63,475	32,947	103,719	19,015
• Cheyenne	51.9	.0216	31.2	12.2	18.9	18.7	24.0	20.9	473,847	68,976	44,738	59,065	31,866	96,774	18,855
SUBURBAN TOTAL	21.7	.0090	27.0	15.8	19.5	19.3	15.0	7.5	62,872	13,847	3,015	4,410	1,081	6,945	160
OTHER COUNTIES															
Albany	29.5	.0122	26.1	26.1	20.7	15.0	16.5	11.6	227,772	46,860	29,855	6,393	11,611	39,065	11,423
Big Horn	12.4	.0052	32.0	9.2	14.6	17.4	28.2	4.5	40,080	13,134	4,009	1,937	2,304	5,710	1,448
Campbell	35.2	.0146	25.7	15.6	24.6	17.6	9.6	12.1	267,880	65,845	23,598	17,436	14,358	45,451	14,866
Carbon	21.7	.0090	28.3	12.9	21.4	18.1	17.6	7.4	128,693	31,127	8,581	6,925	2,568	17,597	6,293
Converse	15.7	.0065	26.9	12.9	21.2	18.5	14.2	5.3	75,246	19,528	7,945	2,078	2,382	15,127	2,222
Crook	5.8	.0024	30.5	10.2	16.4	19.7	22.9	2.2	17,700	4,049	2,590	337	98	592	488
Fremont	38.4	.0160	28.6	12.0	19.2	19.3	18.5	13.1	239,915	54,331	19,721	18,677	8,734	49,291	11,436
Goshen	12.1	.0050	33.5	10.7	15.1	17.7	30.0	4.7	67,904	18,623	6,040	5,821	759	7,654	3,476
Hot Springs	5.8	.0024	33.9	10.0	15.8	16.8	31.4	2.1	44,940	17,307	3,600	1,097	816	5,950	1,925
Johnson	6.8	.0028	32.9	8.6	17.4	18.6	27.8	2.6	61,469	10,159	6,761	1,841	1,304	8,842	1,420
Lincoln	14.0	.0058	27.4	9.5	18.1	16.2	20.0	4.7	88,403	20,281	10,820	1,558	974	21,603	3,069
Niobrara	2.9	.0012	37.3	8.9	13.6	18.8	34.2	1.2	24,400	4,019	3,092	437	463	5,240	253
Park	23.9	.0100	31.4	11.6	17.2	19.7	24.1	9.0	185,285	45,092	13,441	25,499	5,725	35,107	4,919
Platte	11.8	.0049	30.3	10.6	20.2	19.0	21.4	4.7	44,162	13,397	3,904	2,991	908	8,156	567
Sheridan	27.8	.0115	31.7	10.2	19.5	17.5	26.0	10.7	176,026	31,012	15,286	13,301	9,759	36,146	10,538
Sublette	4.9	.0020	30.5	9.1	19.0	20.7	20.7	1.6	29,464	12,739	2,528	793	1,065	880	732
Sweetwater	46.1	.0192	26.9	13.4	22.6	17.6	14.1	16.2	280,467	67,372	22,850	29,303	10,691	45,256	8,741
Teton	11.1	.0046	30.0	13.4	28.9	21.3	14.3	4.8	145,243	23,831	21,562	6,370	6,767	9,701	5,388
Uinta	23.1	.0096	26.3	13.2	21.3	15.5	13.9	7.4	246,739	53,501	35,140	6,798	3,406	28,846	3,760
Washakie	9.8	.0040	30.0	10.2	17.3	18.5	22.8	3.5	70,630	12,513	3,414	6,266	3,250	25,128	1,510
Weston	7.6	.0032	30.0	11.4	17.7	18.7	22.5	2.9	53,921	13,795	3,307	1,635	618	13,395	1,986
TOTAL METRO COUNTIES	**150.0**	**.0623**	**29.4**	**13.4**	**20.3**	**18.7**	**19.9**	**57.2**	**1,097,928**	**202,333**	**93,941**	**118,202**	**64,281**	**244,081**	**41,925**
TOTAL STATE	**516.4**	**.2144**	**28.8**	**13.2**	**20.3**	**18.1**	**19.3**	**189.5**	**3,614,467**	**780,848**	**341,985**	**273,696**	**132,841**	**648,818**	**138,366**

WYO.
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
CASPER	**982,703**	**28,700**	**18.3**	**31.3**	**21.5**	**15.6**	**.0361**
Natrona	982,703	28,700	18.3	31.3	21.5	15.6	.0361
• Casper	677,660	28,954	18.6	28.8	22.1	16.3	.0274
SUBURBAN TOTAL	305,043	28,271	17.7	36.6	19.9	14.2	.0087
CHEYENNE	**832,825**	**22,815**	**26.1**	**27.4**	**16.8**	**11.6**	**.0325**
Laramie	832,825	22,815	26.1	27.4	16.8	11.6	.0325
• Cheyenne	606,748	22,961	25.2	27.4	17.0	11.5	.0253
SUBURBAN TOTAL	226,077	22,439	28.9	27.1	16.5	11.7	.0072
OTHER COUNTIES							
Albany	314,294	19,898	25.2	26.0	13.9	9.8	.0130
Big Horn	116,225	20,248	26.2	29.9	12.6	8.2	.0039
Campbell	498,156	36,554	13.9	26.5	28.8	24.2	.0176
Carbon	240,453	28,000	18.1	30.7	22.1	13.7	.0089
Converse	172,023	28,326	17.1	35.7	21.9	12.7	.0060
Crook	56,804	20,273	30.6	30.4	12.0	8.3	.0019
Fremont	374,174	24,786	23.3	34.3	17.7	8.9	.0150
Goshen	110,867	17,820	28.8	27.0	9.9	7.7	.0044
Hot Springs	65,718	25,385	20.4	27.9	17.7	14.9	.0027
Johnson	65,371	17,812	28.6	26.5	9.6	9.1	.0030
Lincoln	144,736	25,630	23.4	30.7	17.3	13.1	.0056
Niobrara	25,880	15,484	28.4	24.2	8.7	5.6	.0011
Park	261,717	23,623	25.5	30.5	15.5	10.9	.0107
Platte	113,727	21,364	24.5	36.0	13.2	4.6	.0039
Sheridan	332,586	25,338	22.4	27.5	20.2	12.1	.0121
Sublette	45,614	23,026	25.1	31.2	18.8	10.4	.0019
Sweetwater	616,438	33,246	14.5	29.9	26.4	19.9	.0206
Teton	142,554	23,045	25.6	33.0	14.1	11.5	.0065
Uinta	276,343	33,266	14.3	29.9	28.5	17.1	.0123
Washakie	111,134	26,382	22.7	31.4	18.3	14.4	.0043
Weston	97,352	30,400	18.9	29.2	24.6	13.8	.0035
TOTAL METRO COUNTIES	**1,815,528**	**26,051**	**22.2**	**29.3**	**19.2**	**13.6**	**.0686**
TOTAL STATE	**5,997,694**	**26,301**	**21.5**	**29.7**	**19.5**	**13.4**	**.2277**

S&MM'S FOUR SURVEY ISSUES

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial & Commercial Buying Power, published in April, provides data on 4-digit SIC Industries, both manufacturing and nonmanufacturing, as well as leading counties for the more than 400 customer industries listed that buy goods and services from consumer and industrial establishments.

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(See page B-26)

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